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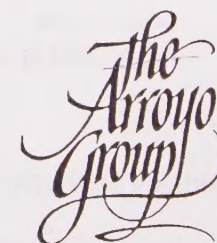
# ***DOWNTOWN POMONA SPECIFIC PLAN***

***City of Pomona***

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	Page		Page
<b>I INTRODUCTION</b>	<b>i</b>	<b>6. CIRCULATION &amp; PARKING</b>	<b>22</b>
• Concept Overview	ii	• Circulation	22
• Thomas Street Gateway	iii	• Parking	24
• International Festival Mall	iv		
• Gift and Furnishings Mercado	v	<b>7. HISTORIC PRESERVATION</b>	<b>26</b>
• Downtown Village Center	vi	• Structures	26
• C.O.M.P. Expansion	vii	• Districts	28
		• Standards for Rehabilitation	30
<b>S SUMMARY</b>	<b>1</b>	• Relocation of Historic Residential Structures	31
<b>1. CONTEXT</b>	<b>2</b>		
• Project Location and Boundaries	2	<b>8. FRAMEWORK DESIGN GUIDELINES</b>	<b>32</b>
• City & Regional Influences	2	• Palette of Materials	32
• Constraints	4	• Public Elements Design Guidelines	38
• Opportunities	5	• Private Elements Design Guidelines	40
<b>2. TRADE AREA AND MARKET FACTORS</b>	<b>6</b>		
• Population & Income	6	<b>9. KEY DEVELOPMENT SITE GUIDELINES</b>	<b>42</b>
• Trade Areas	6	• International Festival Mall	43
• Additional Space Demand	7	• Mercados	44
<b>3. GOALS</b>	<b>8</b>	• Gateway to the International Festival Mall	46
<b>4. URBAN DESIGN</b>	<b>10</b>	• Downtown Village Center	48
• Land Use Districts	10	• Southeast Residential Village	50
• Urban Design Concept	12		
<b>5. LAND USE</b>	<b>14</b>	<b>10. IMPLEMENTATION</b>	<b>52</b>
• Permitted Uses	14	• Private Development Phasing Strategy	52
• Definitions	18	• Public Improvements Phasing	52
• Conditional Use Permit	21	• Components & Responsibilities	54
• Similar Uses	21	• Promotion, Security and Maintenance District	56
		• Arts District	60

	Page		Page
1. Project Boundaries	2	19. Areawide Design Guidelines for Private Elements	41
2. Regional & City Influences	3	20. International Festival Mall Illustrative Site Plan	43
3. Population and Income	6	21. Food Mercados Illustrative Site Plan	45
4. Trade Areas	6	22. Gift Mercados Illustrative Site Plan	45
5. Additional Space Demand	7	23. Gateway to the International Festival Mall Illustrative Site Plan	47
6. Land Use Districts	11	24. Downtown Village Center Illustrative Site Plan	49
7. Urban Design Concept	12	25. Southeast Residential Village Illustrative Site Plan	51
8. Illustrative Site Plan	13	26. Implementation Phasing Concept	53
9. Permitted Uses	15	27. Implementation Components and Responsibilities Matrix	54
10. Land Use/Development Standards Matrix	16	28. Arts District	61
11. Circulation	23		
12. Parking Supply and Demand	24		
13. Parking Plan	25		
14. Landmark Structures	27		
15. Historic Districts	29		
16. Palette of Street Trees	35		
17. Public Signage Locations Concept	37		
18. Areawide Design Guidelines for Public Elements	39		



**Overview**

The Downtown Pomona Specific Plan was prepared under the direction of the Community Development Department of the City of Pomona with inputs from citizens and the City Council at a series of community meetings. The Downtown Pomona Specific Plan contains a vision and practical implementation program to create an appealing Downtown shopping, dining, entertainment, educational and community facilities environment serving the City of Pomona and the region.

**Purpose of the Specific Plan**

The Specific Plan is enacted pursuant to Section 65450 et seq. of the government Code of the State of California and other applicable laws, and it is intended to provide for systematic implementation of the General Plan, as related to properties located in the area to which the Downtown Pomona Specific Plan applies. The Specific Plan is a zoning vehicle whose relationships to the City's Zoning Code is described subsequently.

**Application and Conformity with the Specific Plan**

The provision of this Specific Plan shall apply to all properties included in the Specific Plan area. No construction, modification, addition, placement or installation of any building or structure shall occur, nor shall any new use commence on any such lot, on or after the effective date of this Specific Plan, except in conformity with the provision of this Specific Plan.

**Provision of Control in This Specific Plan**

Whenever in this Specific Plan land use regulations and/or development standards are imposed, the same shall control the use and development of all lots in the plan area, to the exclusion of the regulations and/or development standards contained in the City of Pomona Zoning Code, (as the same now exists or as the same hereafter be amended), to the extent as the provision of the Pomona zoning Code are inconsistent with the provision of the Specific Plan.

**Enforcement of the Specific Plan**

The provisions of the Specific Plan shall be enforced by the Community Development Department.

**Effective Date and Resolution Number**

The effective date of this Specific Plan shall be \_\_\_\_\_, 1992 per resolution number \_\_\_\_\_ of the Pomona City Council.

**Amendment**

This Specific Plan may be amended in the time and manner prescribed by the applicable law.



# CONCEPT OVERVIEW

---

## I

The Specific Plan spells out an exciting new image for Downtown Pomona which is based on both preservation of the past and a bold look into a new kind of 21st Century City.

The new Downtown Pomona will attract shoppers, commuters and visitors to a unique International Festival Mall with a special mix of visual and performing arts, international shopping, cinemas and restaurants. Educational institutions will be encouraged to utilize space in the upper levels of historic structures. Downtown Pomona will be a major stop in the new era of Commuter Rail travel in Southern California.

Building Downtown's design theme around Pomona's exceptional Landmark Structures and Historic Districts will insure one of Southern California's most interesting downtowns.

Convenient Parking and a Pedestrian Environment filled with flags, fountains and artwork will make shopping in the International Festival Mall a pleasant and memorable experience. Upper level condominiums or apartments in historic structures and nearby Residential Villages will reinforce a round the clock utilization of Downtown.

The series of perspectives on the following five pages illustrate the new and exciting Downtown Pomona.



# I THOMAS STREET GATEWAY

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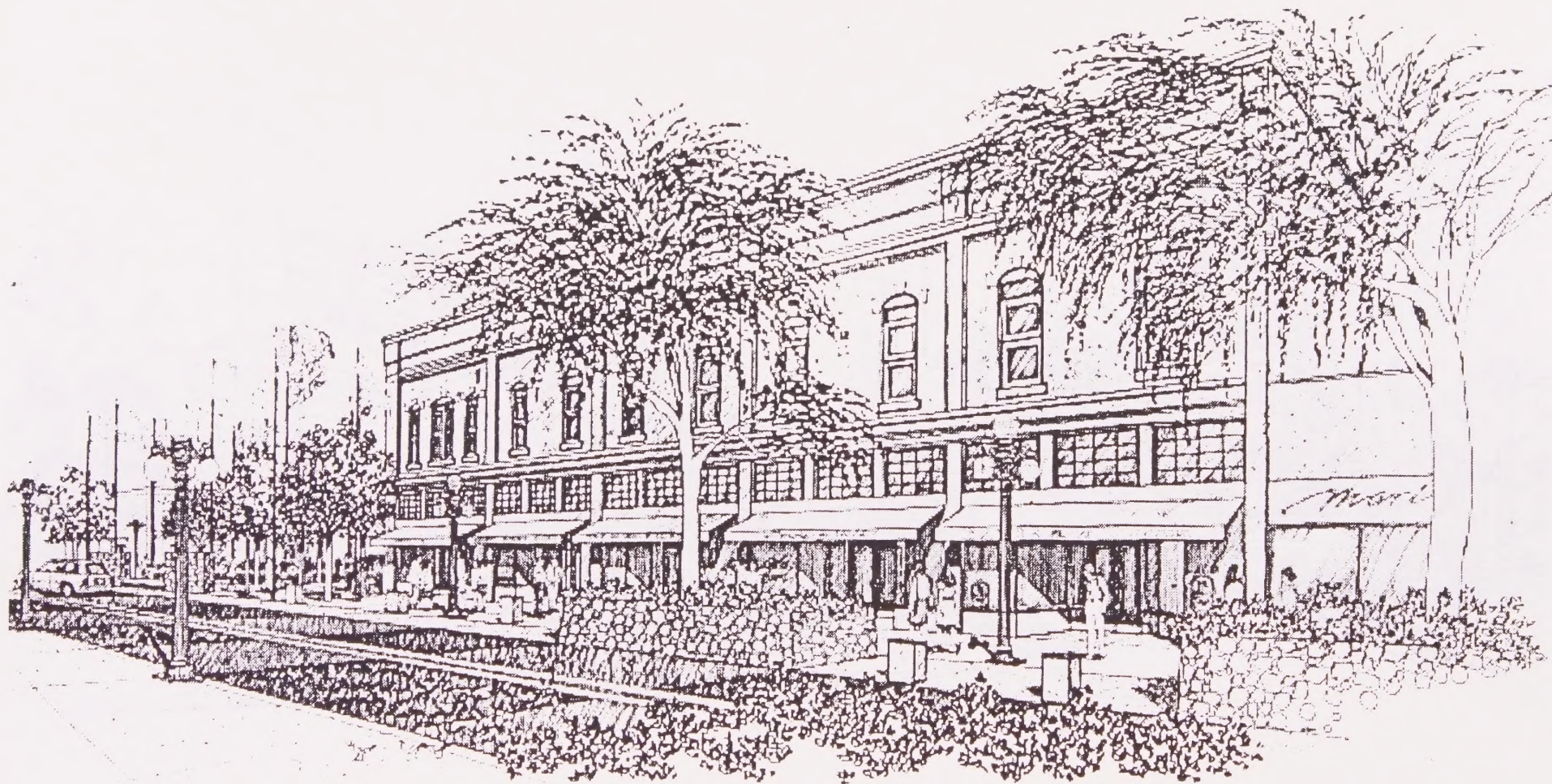
*International Festival Mall - Gateway Project*

*New Retail on Left*

*Parking Structure Retail Edge on Right*

*Looking South on Thomas Street near Mission*





*International Festival Mall - Typical Second Street Facade Improvements*

*Restoration of the Union Block in the  
Downtown Historic District*

*Looking Northwest on Second Street near Thomas Street*



# I

# GIFT AND FURNISHINGS MERCADO



*International Festival Mall - Gift and Home Furnishings Mercado*  
*Restoration and Adaptive Reuse of the Progress Bulletin Buildings*  
*Looking North on Thomas Street at Fourth Street*  
*to the Commuter Rail and Existing Depot*



# DOWNTOWN VILLAGE CENTER

I



*Downtown Village Center - Mixed Use Complex  
New Supermarket, Drug Store and Retail with Residential above  
Looking North across Mission near Gibbs*



# I

## C.O.M.P. EXPANSION / PARK / RESIDENTIAL



*C.O.M.P. Campus Expansion, S.E. Quadrant Park  
and Portion of S.E. Residential Village  
Looking East on Second Street West of Linden Street*



The Downtown Pomona Specific Plan consists of 10 sections.

The Context Section (1) notes that the 380 acre Specific Plan are has a number of favorable locational aspects including freeway centrality, airport and regional recreation resources proximity and centrality to a number of significant colleges. The area has a significant number of problems which are addressed by the Specific Plan. There are also very substantial opportunities to provide support for the Specific Plan concepts and implementation.

The Trade Area and Market Factors Section (2) identifies very substantial population and income within the Trade Areas and projects space demand for the various land uses in Downtown.

The Goals Section (3) define directions to which the Plan aspires.

The Urban Design Section (4) describes the overall concepts for Land Use Districts and related Streetscape, Open space and Entry Point elements.

The Land Use Section (5) describes the detailed land uses allowed within each Land use District and the associated Development Standards.

The Circulation and Parking Section (6) describes recommended modifications to existing streets and parking areas to support the Land Use Districts.

The Historic Preservation Section (7) recommends Downtown Pomona Historic Landmarks and Districts as key components of the Specific Plan.

The Framework Design Guidelines Section (8) delineates the key pedestrian connections, vistas and relationships between Entry Points and Streetscapes.

The Key Development Site Guidelines Section (9) describes a variety of design factors intended to insure that the new construction and rehabilitation projects relate well to their context and the overall Downtown design theme.

The Implementation Section (10) describe a Phasing Concept and Components and Responsibilities for Implementation a Maintenance-Promotion-Assessment District and an Arts District.

### Project Boundaries

The Downtown Pomona Specific Plan area consists of approximately 380 acres in the heart of Pomona. The approximate boundaries of the Specific Plan area are Holt Boulevard on the north, Town Avenue on the east, Mission Boulevard on the south and White Avenue on the west.

### Regional and City Influences

Downtown Pomona is centrally located to the San Bernardino (10), Pomona (71) and Corona (71) freeways. Major schools are located nearby including California Polytechnic Institute, Mount San Antonio Junior college and the Claremont colleges. Several major regional parks and the Ontario Airport are also located nearby.

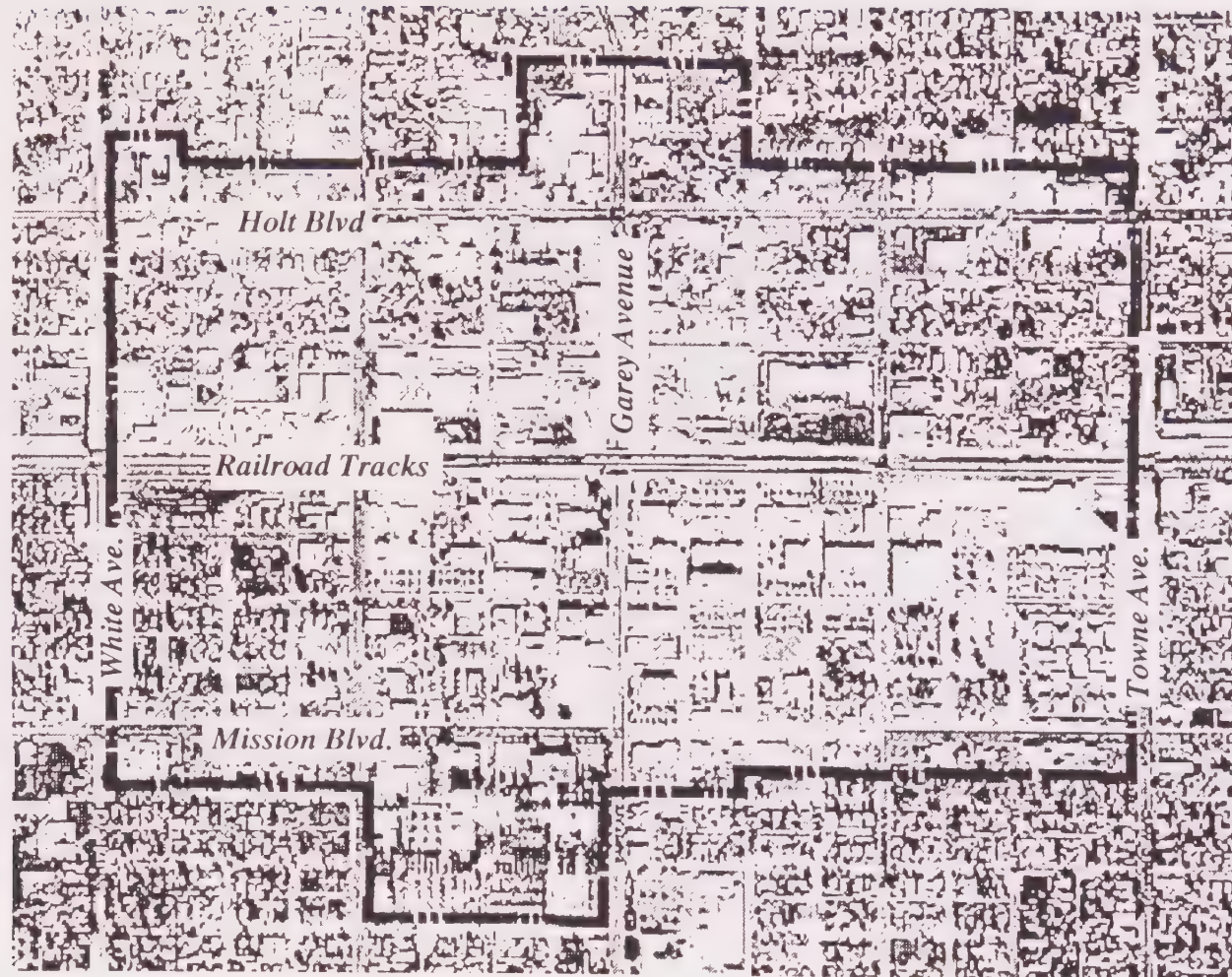


Figure 1  
*Project Boundaries*



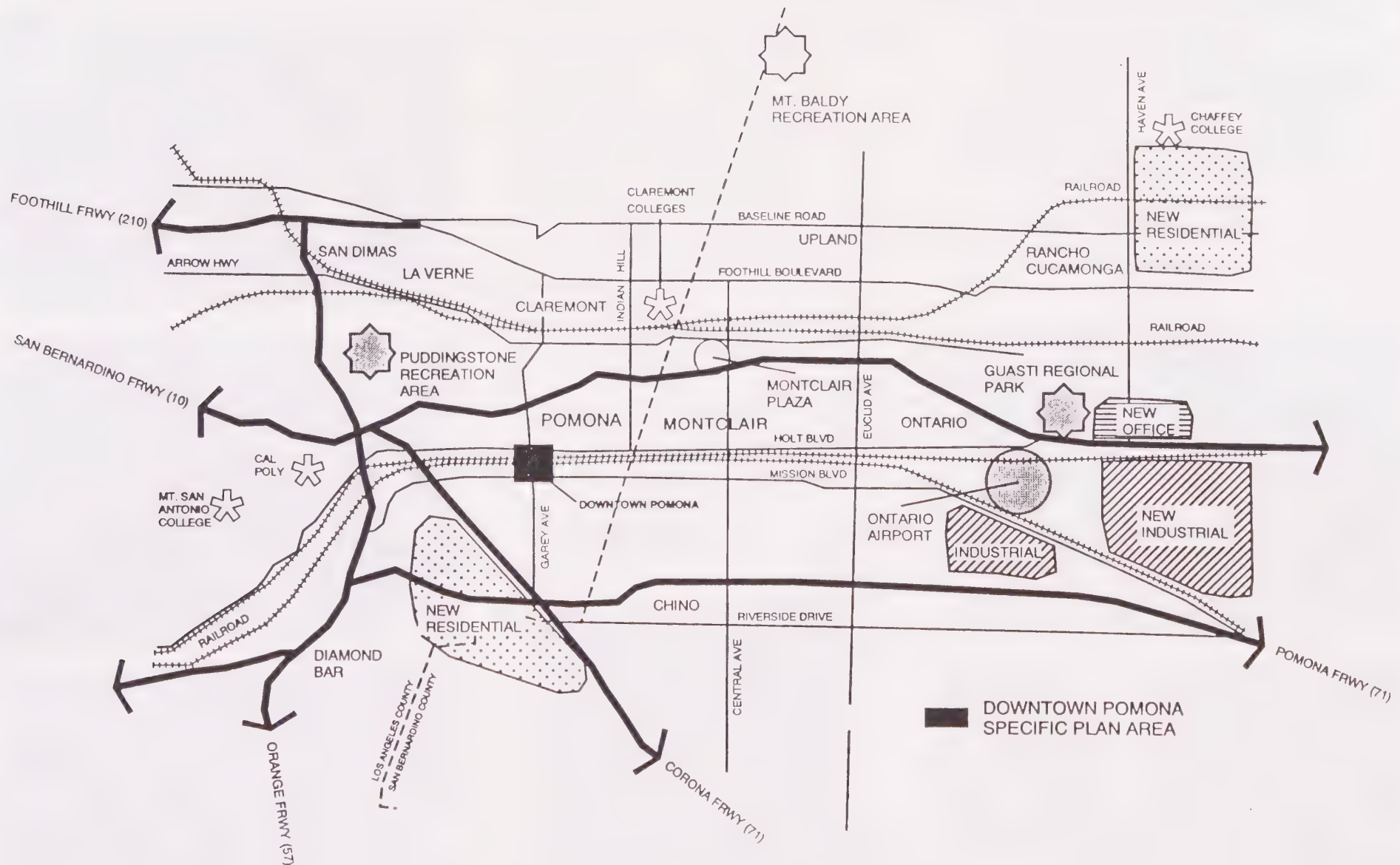
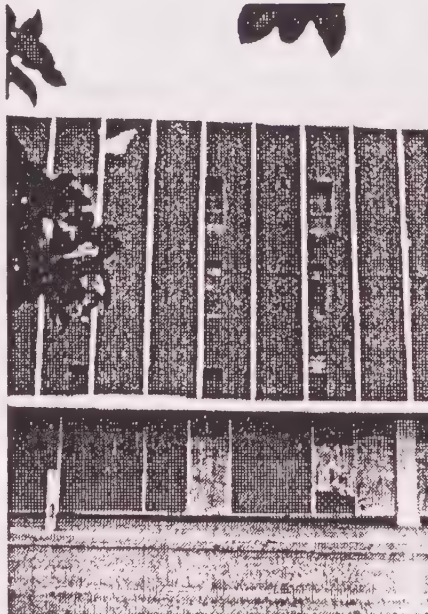
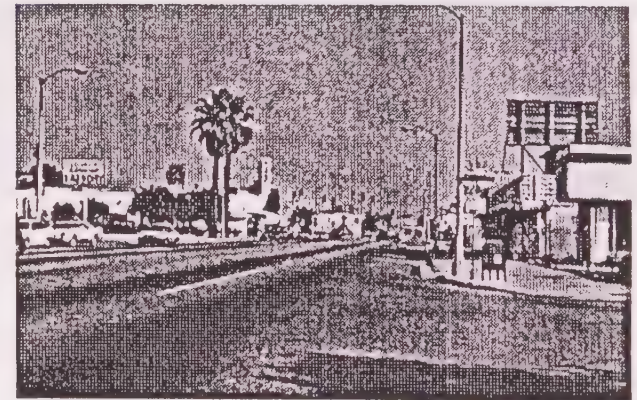


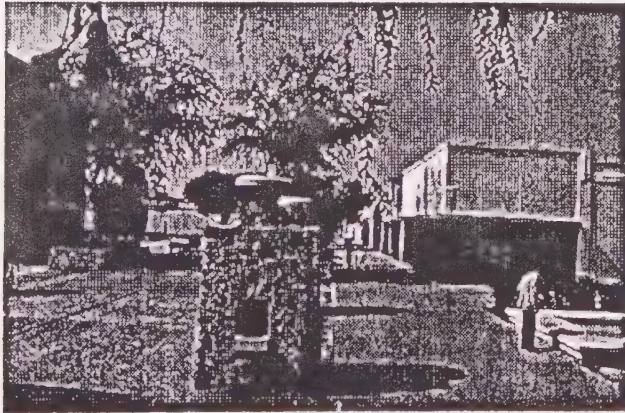
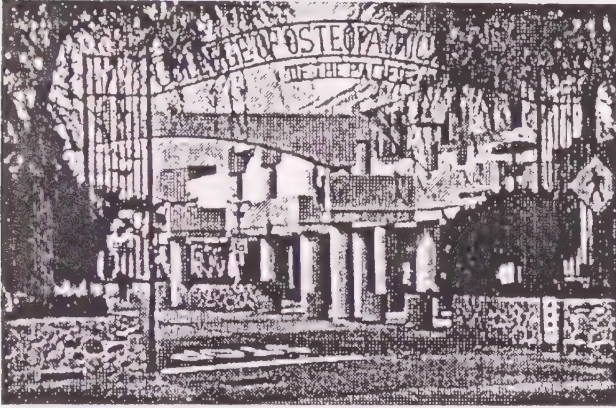
Figure 2  
Regional & City Influences

- The north-south division created by the railroad tracks
- The perception of security problems
- The Downtown parking system currently has problems related to ownerships, access, rights and distribution
- Current lack of direction for Downtown
- Vacant and underutilized buildings
- Lack of thematic continuity
- Lack of residential uses close to business areas
- Lack of night-time and weekend usage of downtown
- Lack of entertainment and leisure-oriented businesses
- Lack of downtown retail which serves residents and employees
- Lack of a planned tenant mix
- Lack of Open Space and Public Spaces
- Difficult to understand where Downtown is located
- Homeless and transients
- Attraction of Holt and Mission traffic into the heart of Downtown.

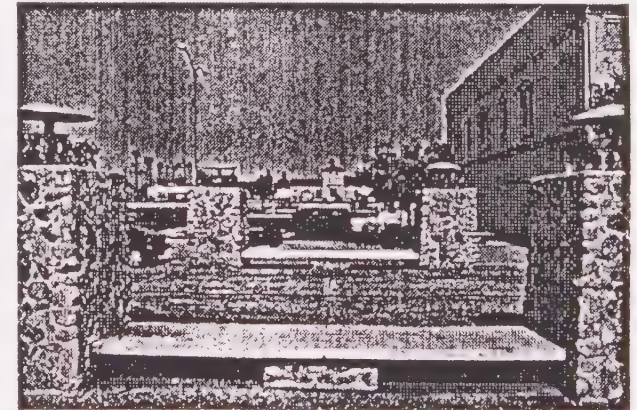




# OPPORTUNITIES 1



- Potential to create a Commuter Rail Stop to enhance Downtown accessibility and name recognition
- The County Courts and City Hall provide a substantial population base for Downtown restaurants and retail
- The growth of the College of Osteopathic Medicine of the Pacific (COMP) provides additional support for retail, restaurant, residential and entertainment uses
- To create a new kind of downtown with a unique cultural and ethnic mix.
- To build upon the success of antique row
- The rich legacy of architectural landmarks and historic districts
- Centrality to major freeways
- High traffic volume on the major arteries
- Central location to many colleges
- A sizable art community
- Proximity to the fairgrounds and airport
- Growing hospitality industry
- Active groups such as the Central Business District Committee Economic Development Corporation, Center for International Trade, Chamber of Commerce, etc.
- To use the Specific Plan as an organizing strategy for positive change
- Substantial amounts of parking available
- Economic competitiveness due to high level of existing infrastructure and low property values.



Downtown Pomona is being positioned through the Specific Plan to attract shoppers and visitors from a variety of Trade Areas. following is a summary of the population, household and income data.

	Year 2,000 Population	Income (000's)
1.0 Mile Ring	34,546	282,692
2.5 Mile Ring	150,469	1,546,821
5.0 Mile Ring	405,527	5,093,008
10.0 Mile Ring	1,137,030	15,726,268

Figure 3  
**Population and Income**

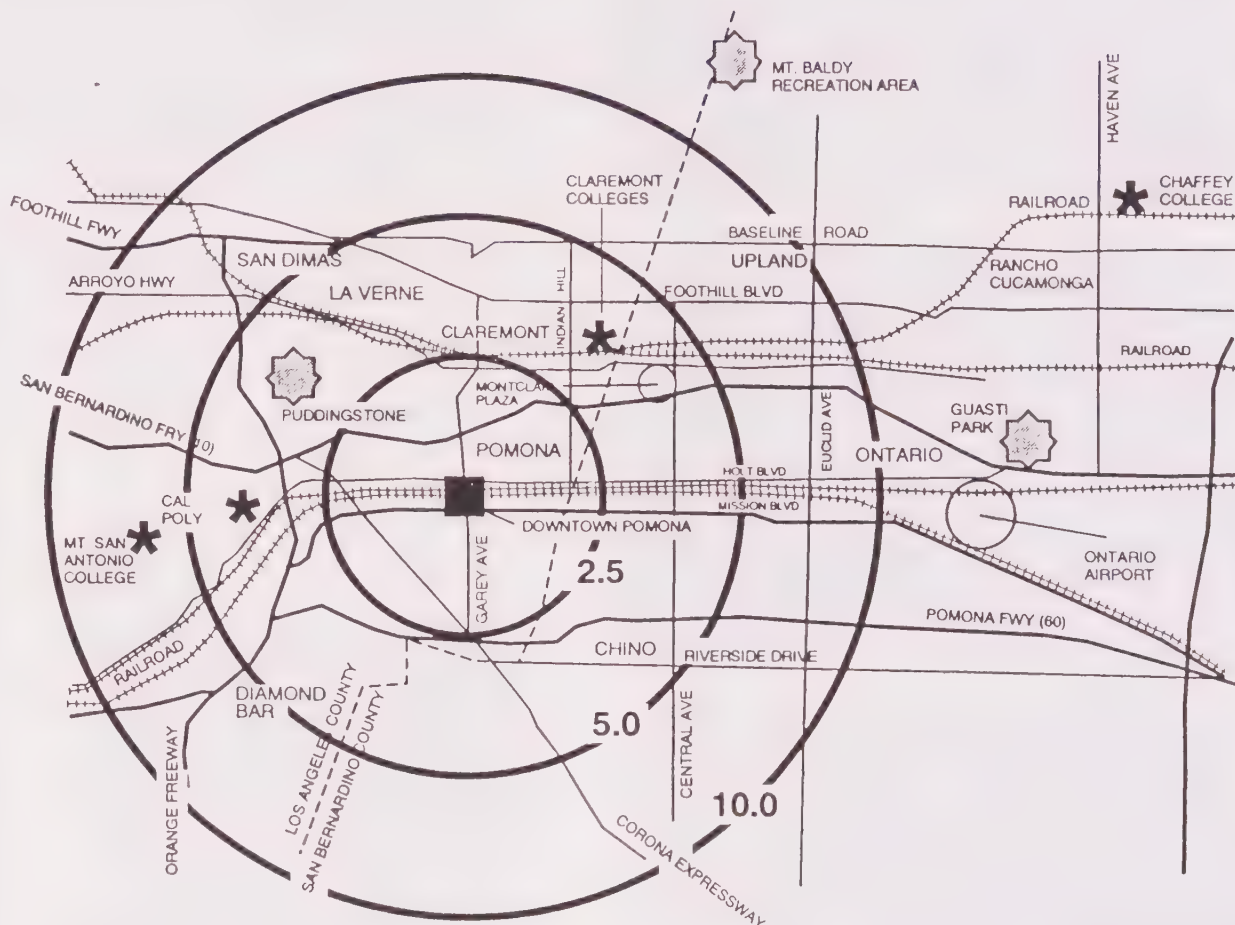


Figure 4  
**Trade Areas**



Following is a summary of development potential projected for the next ten years by The Levander Company.

Use	Land Area (Acres)	Building Space (SF)*
Retail	15	165,000
Neighborhood Shopping	8	88,000
General Office	4	75,000
Financial Office	1	12,000
Services	3	33,000
Business Park	30	500,000
Residential	100	2000 units
(@20 du/acre)		

\* Note: Building Space is considered more significant than acres due to the potential for shared and structured parking.

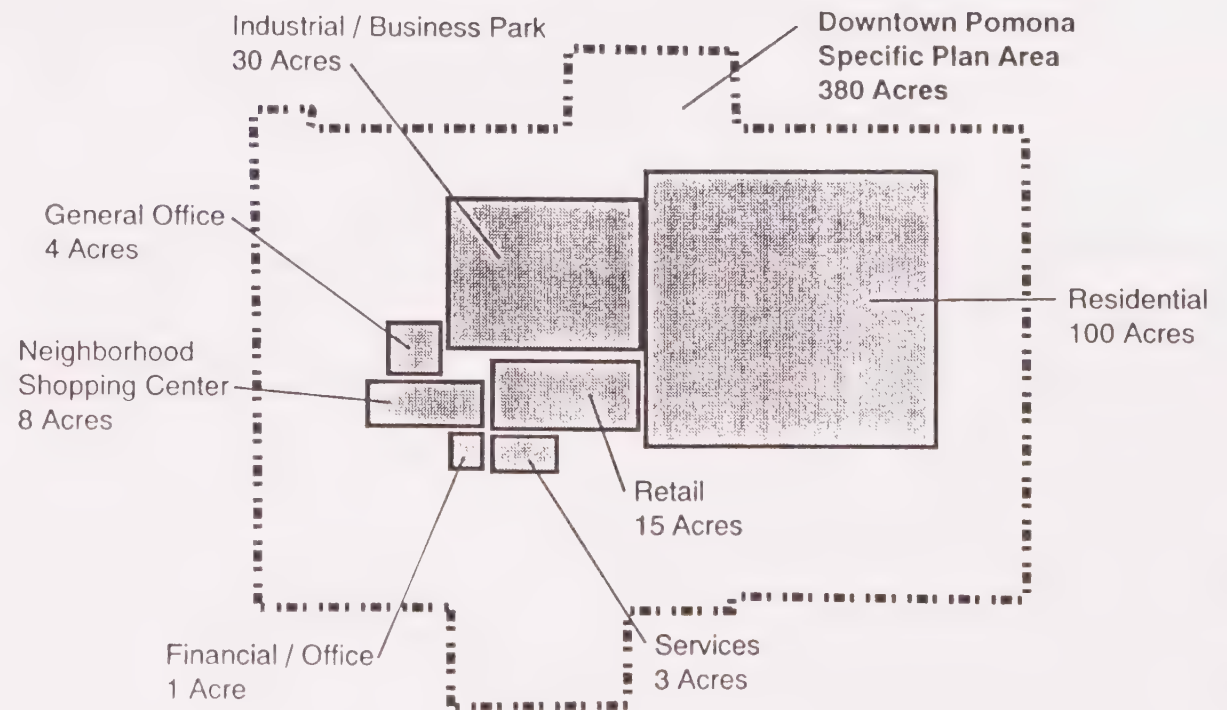


Figure 5  
Additional Space Demand



## LAND USE

- To create an economically viable downtown
- To increase residential uses
- To provide additional parks
- To incorporate entertainment and cultural uses
- To facilitate the expansion of the College of Osteopathy
- To provide a diversity of commercial and recreational activities
- To encourage education and information based uses
- To encourage banks to remain
- To expand the antique district
- To encourage mixed uses
- To incorporate a Mercado
- To provide a convenience Post Office
- To provide uses which serve downtown employees, visitors and residents
- To establish land uses that create weekend and night-time activity

## URBAN DESIGN

- To create a 21st Century Downtown which is multi-cultural, mixed use and resource efficient
- To create a fun, festive environment
- To design a pedestrian scaled environment with enhanced pedestrian areas
- To integrate office employees, residents and people of all ages into the life of downtown
- To establish a unifying design theme
- To revitalize Second Street
- To link the portions of Downtown north and south of the railroad tracks
- To create public spaces in which the community can congregate

## HISTORIC PRESERVATION

- To renovate the existing depot and the Pomona Valley Auditorium
- To redevelop the Fox Theater Auditorium into performing arts facilities
- To increase the utilization of historic structures
- To preserve and enhance existing historic structures and districts
- To enhance the settings of architectural landmarks



**CIRCULATION AND PARKING**

To create a Commuter Rail stop in Downtown

To provide an adequate supply of convenient parking

To accommodate an effective  
public transportation system

To close Second Street within the  
College of Osteopathy campus

To improve accessibility for disabled persons

**IMPLEMENTATION**

To improve Downtown's image through a public relations  
program

To increase the volume of commercial sales

To create a more secure environment  
and to eliminate the perception of an  
unsafe environment

To attract developers with experience  
and financing

To instill an attitude that Pomona is "the place to be"

To provide financial assistance or incentives for property  
owners, businesses and developers

To provide assistance to the homeless

To utilize foot, horse and bicycle patrols  
to enhance the security and image of downtown

To increase the utilization of vacant  
and underutilized buildings

The new environment of Downtown Pomona is established through a series of seven interrelated Land Use Districts as illustrated in the figure opposite. These seven Districts are related to the Market Demand discussed in Section 2 and provide a structure for a multi-faceted Downtown related to the Goals identified in Section 3. This structure of Districts replaces the existing zoning districts which do not relate to either Market Demand or community goals. The characteristics of these Districts are as follows:

**1. International Festival Mall District**

This is a mixed use district of retail, restaurant, entertainment, office and residential uses that is to be developed within a multi-cultural, festive environment. This district is designed for the pedestrian and will be alive with the visual and performing arts, dining, shopping and educational activities. The District contains both existing Historic Structures and Districts and sensitively designed new buildings.

**2. Civic Center District**

This district encompasses the existing City Hall, Library, County Courts and Police headquarters.

**3. Garey Avenue District**

This district incorporates key historic structures and streets and includes religious, recreation, educational, retail and second level residential uses.

**4. Southwest District**

This district includes a Residential Village, the Edison Mixed Use Historic District with office and restaurant uses and a Quadrant Park as well as an existing electric substation.

**5. Southeast District**

This district includes a Residential Village, an expanded campus for the College of Osteopathic Medicine of the Pacific (COMP) a Quadrant Park and a Downtown Village Center containing a supermarket, drug store, retail and residential uses.

**6. Northeast District**

This district contains arterial retail, a Residential Village, Business Park, an elementary school and a Quadrant Park.

**7. Northwest District**

This district includes a residential district, existing school, Quadrant Park and arterial retail.



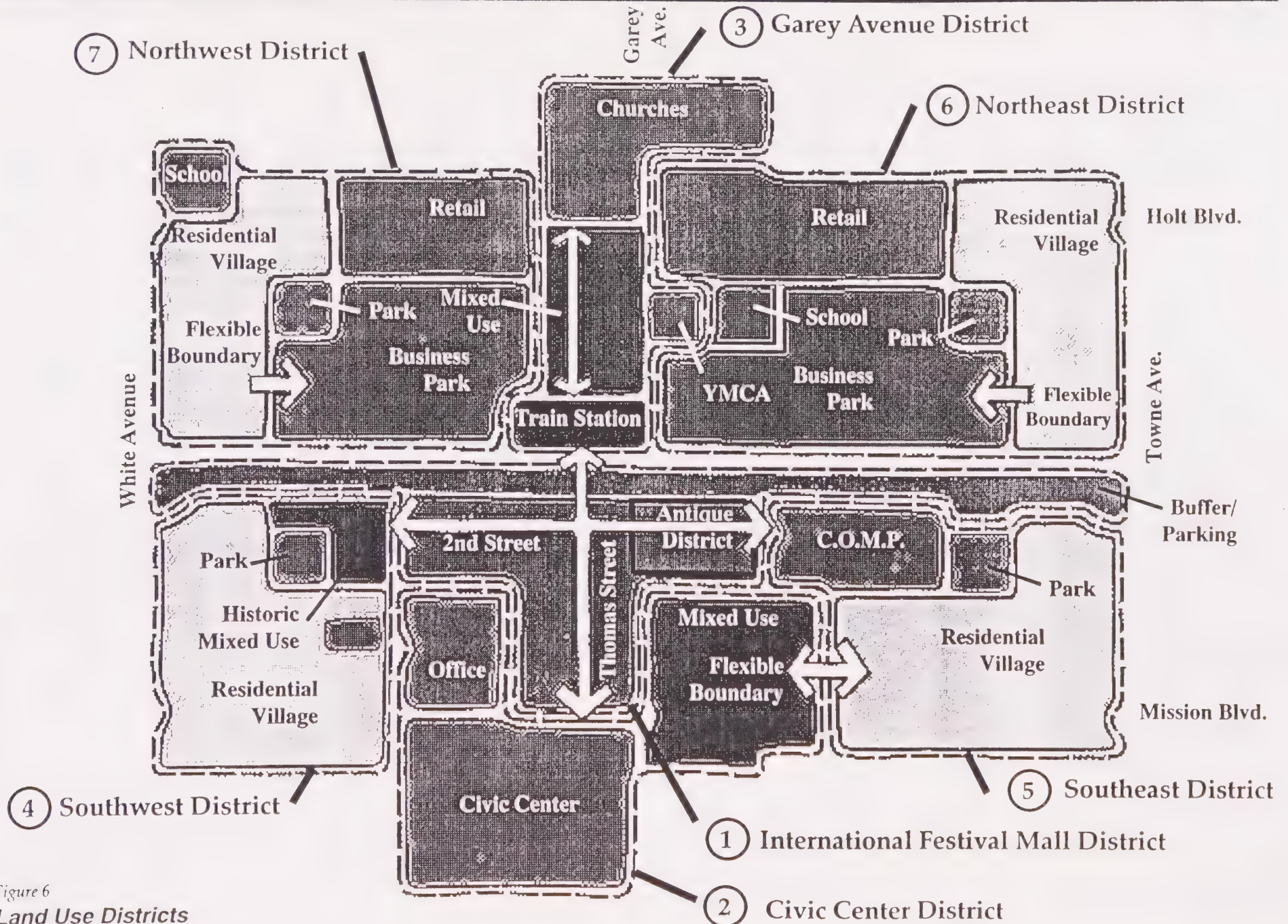
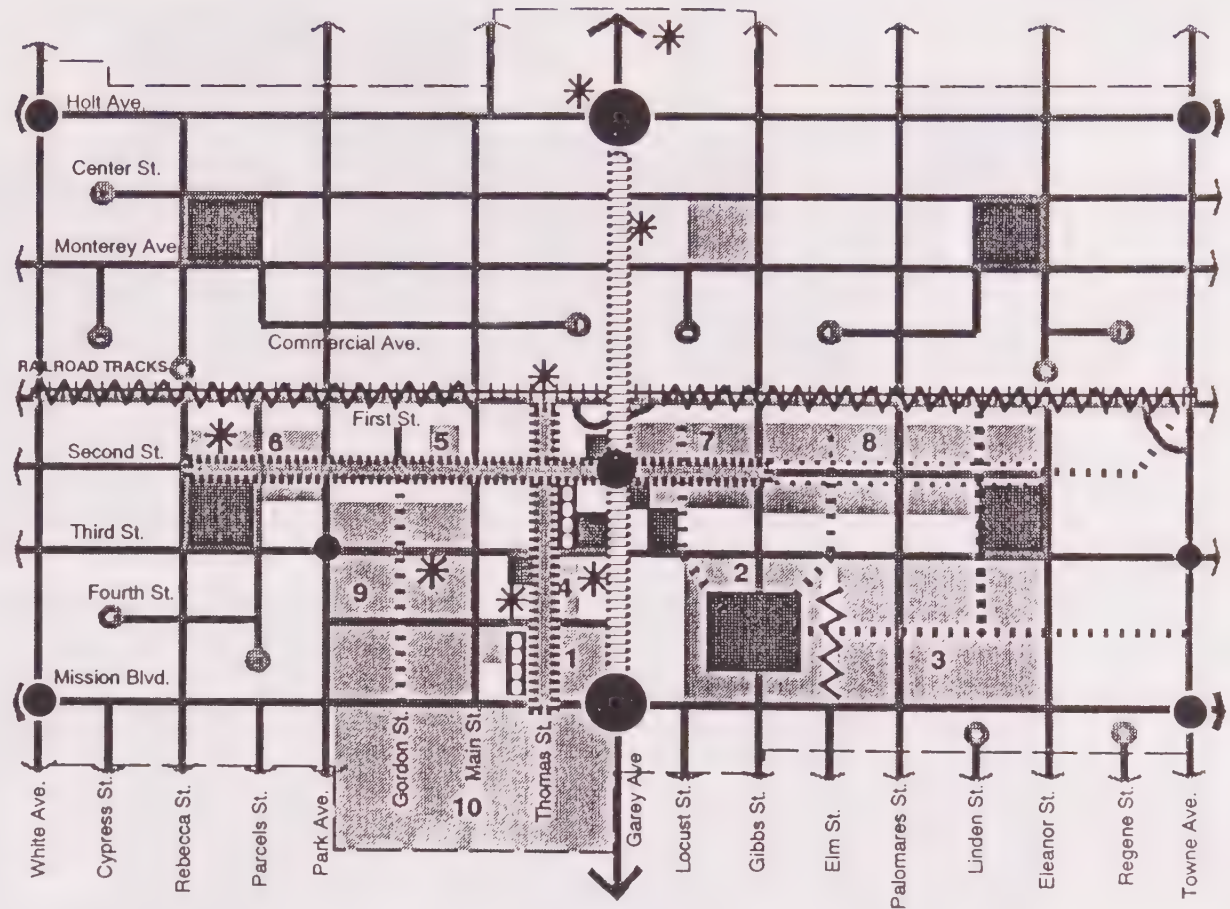
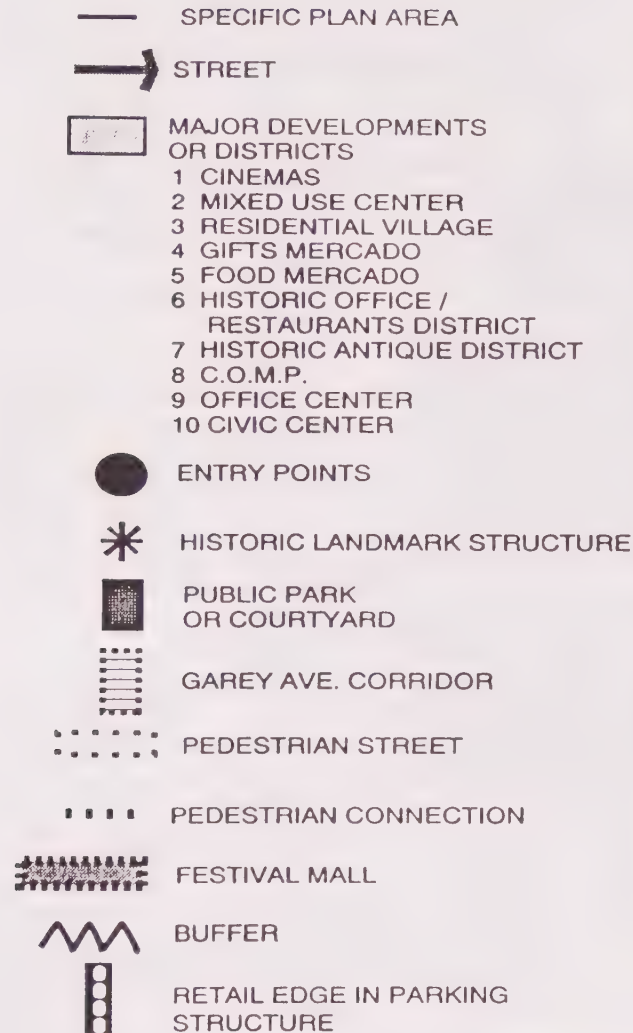


Figure 6  
Land Use Districts



## LEGEND



The Major Elements and Image of the Urban Design structure are illustrated in the two figures adjacent. The structure features a continuity of pedestrian environment within the International Festival Mall, pedestrian connections between districts and the minimization of through traffic within the Residen-

tial Villages. primary Entry Points are planned at the Garey/Mission and Garey/Holt intersections and secondary Entry Points are planned for the four corners of downtown. Historic Structures are related to the pedestrian walkway network and the Garey Corridor.

Figure 7  
*Urban Design Concept*



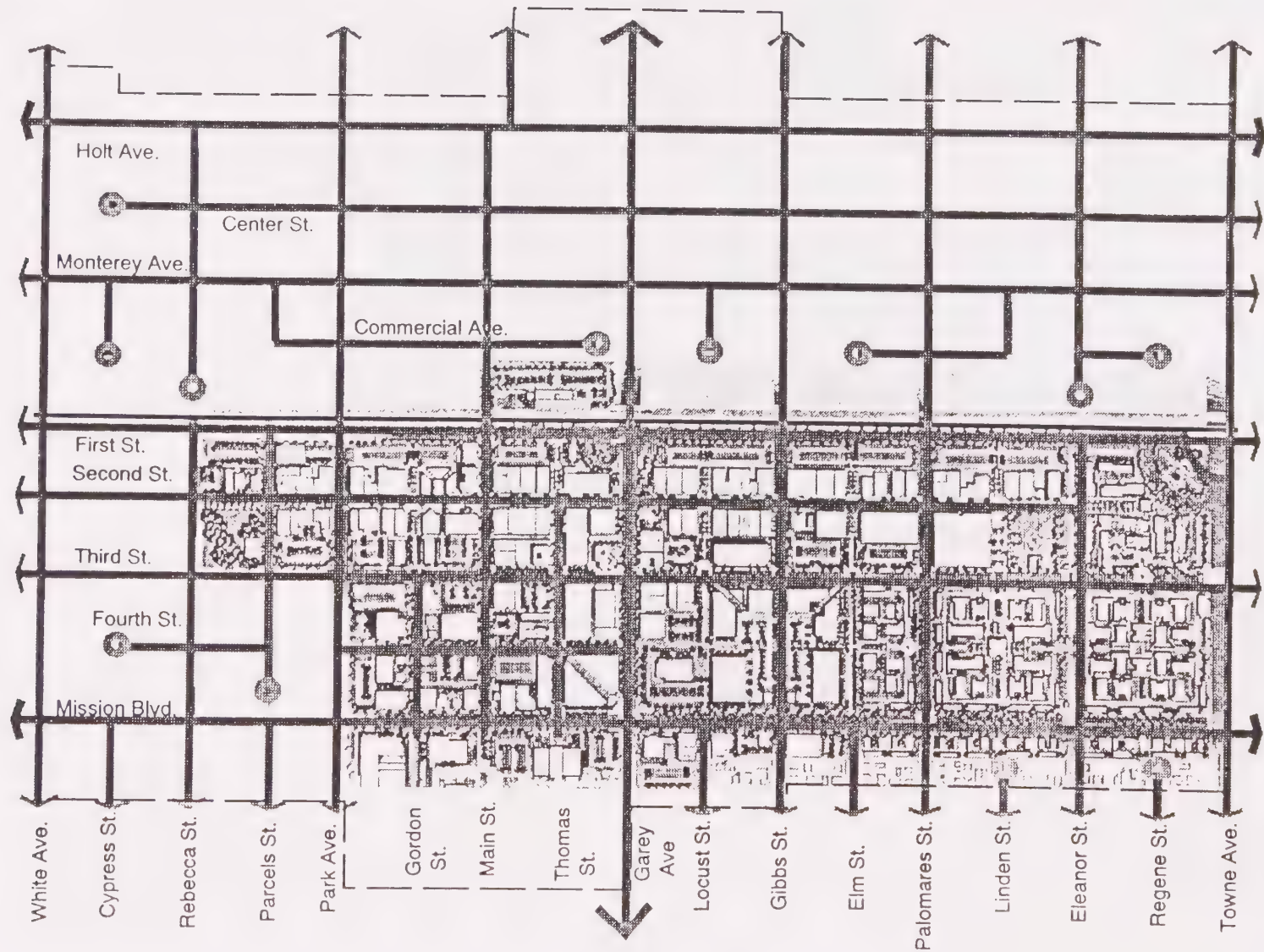


Figure 8  
Illustrative Site Plan

The Land Uses of Downtown are related to the series of Districts previously described. The major Land Use Districts and the Permitted Uses are as follows:

**Mixed Use 1 (MU1)**

This Mixed Use category includes the International Festival Mall which incorporates specialty and ethnic retail, cinemas, theaters, antiques, second level office and residential.

**Mixed Use 2 (MU2)**

This Mixed use category includes supermarket, drugstore, neighborhood retail and second level residential.

**Mixed Use 3 (MU3)**

This Mixed Use category includes office, second level residential—apartments or condominiums and restaurants.

**Mixed Use 4 (MU4)**

This Mixed Use category includes retail, office and second level residential.

**Arterial Retail (AR)**

Arterial Retail allows auto oriented retail uses.

**Business Park (BP)**

Business park allows light manufacturing and research and development.

**Residential (R-A)**

Residential 1 allows ownership units of up to 25 dwelling units per acre.

**Residential (R-B)**

Residential 2 allows ownership units or senior citizen rentals of up to 100 dwelling units per acre.

**Park (PK)**

**Institutional (I)**

Institutional includes churches, schools and government uses.

**Parking (P)**

Public Parking Areas

**Office (O)**

General and financial office.



## LEGEND

- SPECIFIC PLAN AREA
- STREET
- INSTITUTIONAL (I)
- BUSINESS PARK (BP)
- RETAIL (AR)
- OFFICE (O)
- RESIDENTIAL (R)
- MIXED USE (MU)
- PARK (PK)
- PARKING (P)
- FLEXIBLE BOUNDARY

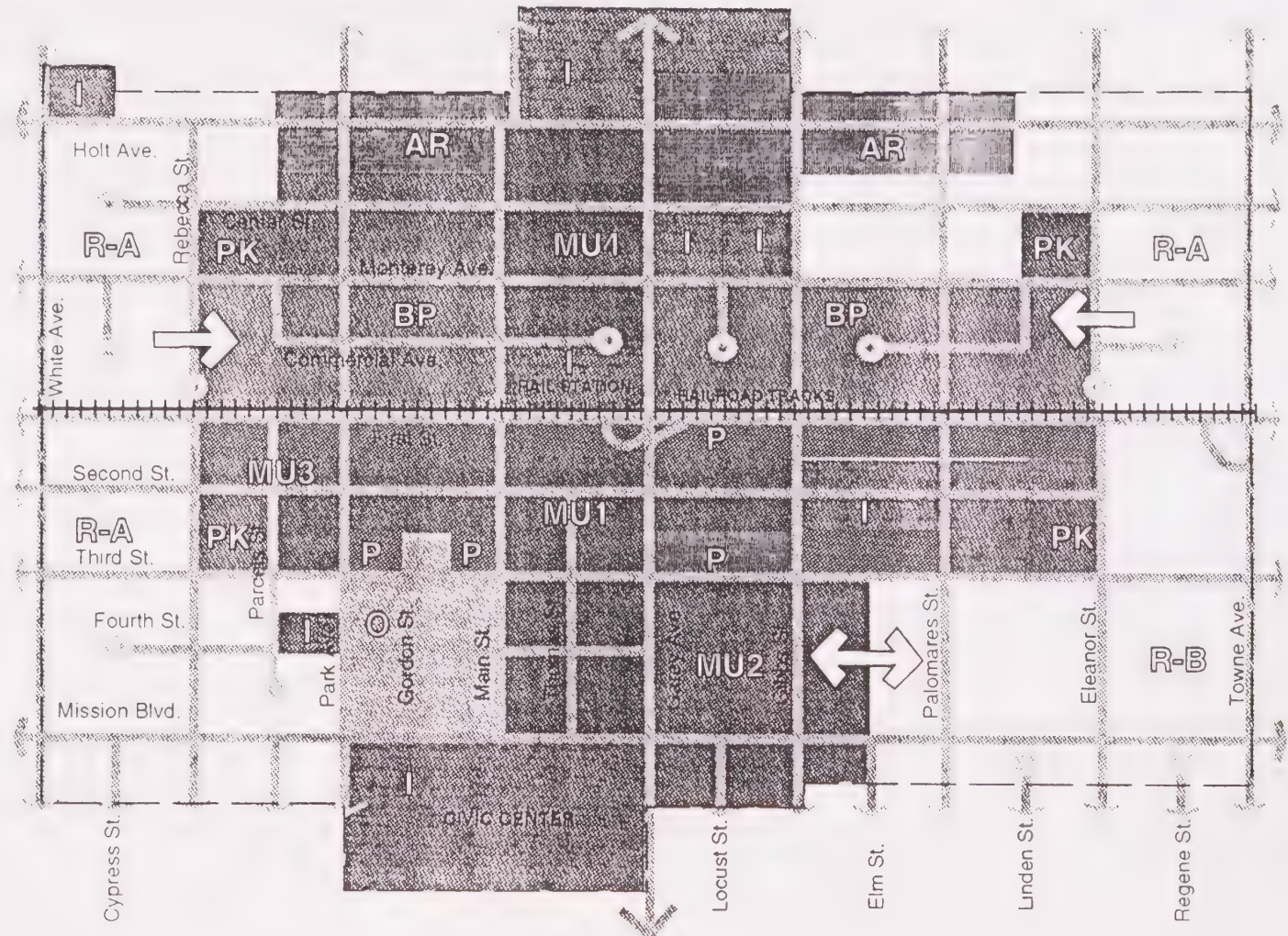


Figure 9  
Permitted Uses

LAND USE DISTRICTS	MIXED USE 1	MIXED USE 2	MIXED USE 3	MIXED USE 4	ARTERIAL RETAIL	BUSINESS PARK	OFFICE	RESIDENTIAL	RESIDENTIAL	INSTITUTIONAL	PARK	PARKING
	(MU1)	(MU2)	(MU3)	(MU4)	(AR)	(BP)	(O)	(R-A)	(R-B)	(I)	(PK)	(P)
	P = Permitted Use CUP = Conditional Use Permit Required											
P2 = Permitted Use in Upper Levels												
PERMITTED USES												
RETAIL												
Art Galleries	P											
Food Sales Mercado	P											
Grocery Sales		P										
Home Furnishings/Accessories	P	P		P	P							
Cinemas	P											
Business Supply Retail				P	P							
Eating Establishments	P	P	P	P								
Fast Food Restaurants	P	P	P	P	P							
Fast Food Restaurants - Drive Through					P							
Commercial Showroom		P			P							
Neighborhood Retail		P		P	P							
Sale of Alcohol	CUP	CUP	CUP	CUP								
Specialty Retail	P		CUP	P								
Publishing and Printing	CUP		P	P								
Retail Edge in Public Parking Structure										P		P
OFFICE												
Administrative and Professional Offices	P2		P	P			P					
Communication Services	P2						P					
Conference Facilities	CUP						CUP					
SERVICES												
Animal Care	P2				P							
Business Support Services	CUP				P							
Day Care Services	CUP	CUP	CUP	CUP	CUP	CUP	CUP			CUP		
Financial Institutions	CUP	P		P								
Health Clubs and Spas	P											
Hotels and Motels	CUP											
Medical/Health Care Services												
Personal Services and Sales	P2	P	P2	P	P							
BUSINESS PARK												
Light Manufacturing						P						
Research and Development						P						
Publishing and Printing						P						

Figure 10

## Land Use / Development Standards Matrix



LAND USE DISTRICTS	MIXED	MIXED	MIXED	MIXED	ARTERIAL	BUSINESS	OFFICE	RESIDENTIAL	RESIDENTIAL	INSTITUTIONAL	PARK	PARKING
	USE 1	USE 2	USE 3	USE 4	RETAIL	PARK						
	(MU1)	(MU2)	(MU3)	(MU4)	(AR)	(BP)	(O)	(R-A)	(R-B)	(I)	(PK)	(P)
PERMITTED USES	P = Permitted Use CUP = Conditional Use Permit Required P2 = Permitted Use in Upper Levels											
CIVIC/PUBLIC USE												
Civic Services										P		
Community Education										P		
Institutional										P		
Public Parking										P		P
Religious Assembly										P		
RECREATION/COMMUNITY												
Recreation Area/Park Facilities											P	
RESIDENTIAL												
Condominiums	P2	P2	P2	P2				P				
Senior Citizen Rentals									P			
Appartments	P2	P2	P2	P2								
DEVELOPMENT STANDARDS												
o Minimum Parcel Size												
o Maximum Building Height	100' (8 Story)	42' (3 Story)	30' (2 Story)	42' (3 Story)	30' (2 Story)	30' (2 Story)	100' (8 Story)	30' (2 Story)	30' (2 Story)	42' (3 Story)		
o Density								25 units/acre	25 units/acre			
o Building Setbacks - Mission Boulevard and Holt Avenue	20' (a) (b)	20' (a) (b)	20' (a) (b)	20' (a) (b)	20'	20'	20'	20'	20'	20'		
o Building Setbacks - Fronting Other Streets	10' (a) (b)	10' (a) (b)	10' (a) (b)	10' (a) (b)	10'	20'	10'	10'	10'	10'		
o Building Setbacks - Side	0', 10' When MU District abuts R-A and/or R-B Districts					15'	Same as MU	10'	10'	Same as MU		
o Building Setbacks - Rear	0', 10' When MU District abuts R-A and/or R-B Districts					15'	Same as MU	10'	10'	Same as MU		
PARKING STANDARDS												
o Parking Requirements	(c) (d)	(c) (d)	(c) (d)	(c) (d)	Per Sec. 503-H	Per Sec. 503-H	Per Sec. 503-H	Per Sec. 503-H	Per Sec. 503-H	Per Sec. 503-H	Per Sec. 503-H	Per Sec. 503-H
NOTES:												
(a) Approved outdoor eating or outdoor display areas as an extension of the business are allowed within building setbacks by CUP.												
(b) May be reduced up to no setback requirement with the approval of the Review Authority.												
(c) Parking requirements may be reduced by up to 20% with the approval of the Review Authority.												
(d) Depends on the Land Use Mixed: Per Section 503-H, Off-Street Parking, of the Zoning Ordinance - Pomona City Code. Ground Level Retail 4sp/1000sf, Upper Level Office 2sp/1000sf.												

## Definitions

The permitted uses are defined as follows:

### Retail

**Art Galleries** - Activities typically include, but are not limited to, display, sale and/or rental of art objects including painting, sculpture, crafts and other works of visual art.

**Food Sales Mercado** - Activities typically include, but are not limited to, the retail sales of Mexican/Latin American/Ethnic foods and goods such as meat, fish, produce and associated household products and services. The Food Mercado is intended to create a festive and pedestrian-oriented environment. Extension of the inside areas into outdoor, open-air areas is permitted.

**Grocery Sales** - Activities typically include, but are not limited to, the retail sales of meat, fish, produce and other foods and associated household products. Uses typically include, but are not limited to, supermarkets, bakeries and specialty food stores.

**Home Furnishings/Accessories** - Activities typically include, but are not limited to, the retail sales of home furnishings goods. Items sold typically include, but are not limited to, furniture, piano and organ, major appliances, carpets and other home accessories.

**Cinemas** - Activities typically include, but are not limited to, the showing of motion pictures with associated sale of refreshments, snacks and non-alcoholic beverages. Other complementary uses such as restaurants, specialty retail and services may be allowed providing that these uses

contribute to the festive, active and pedestrian-oriented character of the complex. Promotion of ethnic cultures through events such as film festivals, community/neighborhood plays and conferences is encouraged.

**Business Supply Retail** - Activities typically include, but are not limited to, retail sales, rental, or repair from the premises, of office equipment and supplies and similar office goods, primarily to firms and other organizations utilizing the goods, rather than to individuals. The sale or rental of motor vehicles and materials used in construction of buildings or other structures are excluded.

**Eating Establishments** - Activities typically include, but are not limited to, establishments or places of business primarily engaged in the sale of prepared foods. Typical uses include fine sit-down restaurants, coffee shops and bakeries.

**Fast Food Restaurants** - Activities typically include, but are not limited to, establishments or places of business primarily engaged in the sale of prepared foods and non-alcoholic beverages. Typical uses include take-out restaurants and short order eating places. No drive-through restaurants will be permitted.

**Fast Food Restaurants/Drive Through** - Activities typically include, but are not limited to, establishments or places of business primarily engaged in the sale of prepared foods and non-alcoholic beverages. Typical uses include drive-through and take-out restaurants and short order eating places, including free standing fast food type services.

**Commercial Showroom** - Activities typically include, but are not limited to, the retail sales of major purchase consumer items such as furniture, electronics, clothing, home furnishings, or major discount or off-price centers which require major arterial access and/or visibility.

**Neighborhood Retail** - Activities typically include, but are not limited to, the retail sales from the establishments or places of business primarily engaged in the provision of frequently or recurrently needed small personal convenience items. These include various general retail sales and personal services of an appropriate size and scale to meet the above criteria. Uses typically include, but are not limited to, beauty and barber shops, apparel laundering and dry cleaning establishments, and neighborhood grocery stores.

**Sale of Alcohol** - Activities typically include, but are not limited to, establishments or places of business primarily engaged in the sale of alcoholic beverages for either on-site and/or off-site consumption. Typical uses include liquor stores, cocktail service and specialty food/cocktail lounge establishments.

**Specialty Retail** - Activities typically include, but are not limited to, the retail sales from establishments or places of business providing smaller purchase consumer items including clothing, shoes, home furnishings and appliances, jewelry, cosmetics and hobby or special interest items such as antiques, bicycles, games, etc.

**Publishing and Printing** - Activities typically include, but are not limited to, offset printing, plate making, book binding, related reproduction services such as photocopy, etc. associated with creation of printed materials.



**Retail Edge in Parking Structures** - Activities typically include, but are not limited to, eating establishments, fast food restaurants and specialty retail as described above.

## Office

**Administrative and Professional Offices** - Activities typically include, but are not limited to, professional, executive, management, or administrative uses of private, profit-oriented firms other than public utility firms. Uses typically include, but are not limited to, administrative, legal, medical, financial and insurance offices, and architectural and engineering firms.

**Communication Services** - Activities typically include, but are not limited to, broadcasting and other information relay services accomplished primarily through use of electronic and telephone mechanisms. Uses typically include, but are not limited to, television and radio studios and telegraph offices.

**Conference Facilities** - Activities typically include, but are not limited to, meeting rooms and halls for conferences along with ancillary catering services. While these uses are typically associated with a hotel; conference facilities may occur as free-standing structures.

## Services

**Animal Care** - Activities typically include, but are not limited to, the provision of animal care, treatment, and boarding services of large and small animals. Uses typically include, but are not limited to, animal clinics, large and small animal hospitals, and kennels which support and are incidental to animal clinics and hospitals. Excluded are grooming and pet stores.

**Business Support Services** - Activities typically include, but are not limited to, firms rather than individuals engaged in the provision of services of a clerical, employment, protective, or minor processing nature, including multi-copy and blue-print services. They exclude the printing of books, other than pamphlets and small reports for another firm, and where the storage of goods other than samples is prohibited. Typical uses include secretarial services, telephone answering services and blueprint services.

**Day Care Services** - Activities typically include the day time care of individuals under the age of eighteen (18) years of age. Uses typically include nursery schools, preschools and day care centers.

**Financial Institutions** - Uses typically include, but are not limited to, banks, savings and loans and credit unions.

**Health Clubs and Spas** - Activities typically include, but are not limited to, sport and health related activities performed either indoors or outdoors. Uses typically include, but are not limited to, health clubs, spas, gyms and tennis clubs.

**Hotels and Motels** - Activities typically include, but are not limited to, lodging services to, transient guests on a less-than-monthly basis, other than in the case of such uses as private boarding houses.

**Medical/Health Care Services** - Activities typically include, but are not limited to, establishments primarily engaged in the provision of personal health services including prevention, diagnosis and treatment or rehabilitation services provided by physicians, dentists, nurses and other health personnel as well as the provision of medical testing and analysis services, but excludes those classified as any public use type. Typical uses include medical offices, dental laboratories and health/fitness centers.

**Personal Services and Sales** - Activities typically include, but are not limited to, retail sales of small personal convenience items and professional services which are used frequently by the business community. Uses typically include, beauty and barber shops, florist shops, photography studios, and apparel laundering and dry cleaning agencies.

## Business Park

**Light Manufacturing** - Activities typically include, but are not limited to, the assembly, fabrication or manufacturing of furniture, food products, garments, signage, electrical appliances and toys. The manufacturing of fish products, meat, vinegar and yeast products, the rendering or refining of fats and oils, and any other use having impacts such as toxic handling, odor, dust or undue noise and vibration is prohibited.

**Research and Development** - Activities typically include, but are not limited to, scientific research and theoretical studies and investigations, including the fabrication and testing of prototypes and the performance of environmental tests, and related activities, by or under the supervision of professional scientists and highly trained specialists in the field of physical, economic or social research.

**Publishing and Printing** - Activities typically include, but are not limited to offset printing, plate making, book binding, related reproduction services such as photocopy, etc. associated with the creation of printed materials.

#### Civic/Public Use

Public use types include the performance of utility, educational, recreational, cultural, medical, protective, governmental and other uses which are strongly vested with public or social importance.

**Civic Services** - Activities typically include, but are not limited to, management or administrative services performed by public, quasi-public, governmental or utility administrative offices. Uses typically include, but are not limited to, public schools, performing art centers, community halls, public parks and open space areas of an active or passive character, playgrounds, and playing fields.

**Community Education** - Typical activities include educational services provided by public and private or parochial institutions. Typical uses include elementary, junior high and high schools; junior colleges, and vocational and trade schools.

**Institutional** - Activities typically include, but are not limited to, services performed by private cultural, educational and/or recreational business. Uses typically include child care and/or elderly care facilities, private schools, churches, temples and service clubs.

**Public Parking** - Typical activities include paved surface parking lots and above or below grade parking structures whose primary function is to provide short-term parking of automobiles.

**Religious Assembly** - Activities typically include religious services and assembly such as customarily occurs in churches, synagogues and temples.

**Recreational Area/Park Facilities** - Activities typically include, but are not limited to, sports performed, either indoor or outdoor, which require a facility for conducting the recreational activity. Uses typically include tennis courts, sports fields and golf courses.

**Public Parking** - Typical activities include paved surface parking lots and above or below grade parking structures whose primary function is to provide short-term parking of automobiles.

#### Residential

**Condominiums** - A housing development designated and operated exclusively for the use and ownership of multiple families. Residential ownership units such as condominiums are permitted over retail and/or office uses, in designated districts, with a Conditional Use Permit. The building footprint of the upper level

residential uses may not exceed the building footprint of the retail use below. The density of the Upper Level Residential shall not exceed 25 dwelling units per acre.

**Senior Citizen Rentals** - A housing development designated and operated exclusively for the use of adults and does not permit families with children or dependents who are sixteen years of age or younger. The building footprint of the upper level residential uses may not exceed the building footprint of the retail use below. The density of the Upper Level Residential shall not exceed 25 dwelling units per acre.

**Apartments** - A housing development designated and operated exclusively for the occupancy as a residence of one family. Apartments are permitted over retail and/or office uses, in designated districts, with a Conditional Use Permit. The building footprint of the upper level residential uses may not exceed the building footprint of the retail use below. The density of the Upper Level Residential shall not exceed 25 dwelling units per acre.



### Conditional Use Permit

Conditional Uses are required for those land uses which are deemed to possess location, use, building, or traffic characteristics of such unique and special character as to make impractical or undesirable their automatic inclusion as permitted uses in certain districts. These uses are indicated by a "CUP" in the Land Use/Development Standards Matrix.

Development projects requiring a Conditional Use Permit will be required to comply with applicable regulations of the Pomona Municipal Code.

### Similar Uses Permitted

Land uses that are similar to other uses listed in the Specific Plan or contribute to the intent of the Specific Plan may be permitted by the Pomona City Council in accordance with the Pomona Municipal Code.

The Circulation network is designed to:

- accommodate citywide/regional traffic on Mission, Holt, White and Towne
- draw citywide/regional traffic into downtown along Garey Avenue
- provide appropriate pedestrian and auto circulation within and between Land Use Districts
- accommodate a commuter rail stop at a new station adjacent to the existing depot
- accommodate the current pattern of bus stops on Mission, Holt, Garey, White and Towne
- eliminate or minimize through traffic within the Residential villages by means of new cul de sacs
- maintain emergency and police access across the cul de sacs.



*Existing Thomas Street*



*Proposed Thomas Street*



## LEGEND

- SPECIFIC PLAN AREA
- == MAJOR ARTERIAL
- SECONDARY STREET
- - - ONE WAY LIMITED STREET
- . - CLOSED STREET
- ... ENHANCED LIMITED ACCESS STREET
- ||||| COMMUTER RAIL LINE
- COMMUTER RAIL STOP
- RESIDENTIAL VILLAGE CUL-DE-SACS

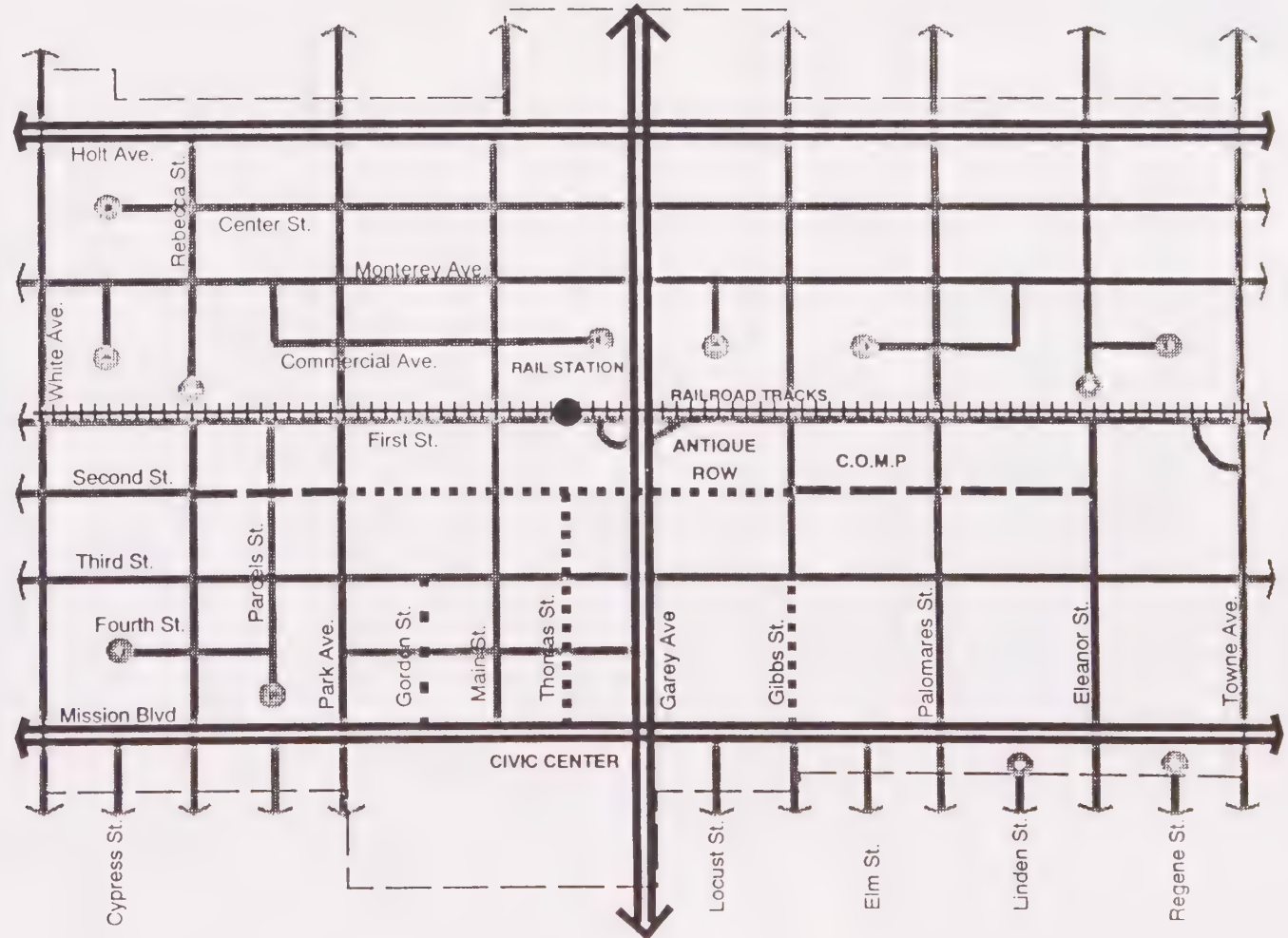


Figure 11  
Circulation

The Parking for Downtown is either self-contained or within a Parking District.

The following Land Use Districts have self-contained parking:

1. Residential Villages
2. Business Parks
3. Civic Center
4. Arterial Retail
5. Institutional Uses - except COMP
6. Mixed Use District 2

The following Land Use Districts have shared Parking provided by a Parking District.

1. Mixed Use District 1 (International Festival Mall)
2. College of Osteopathic Medicine of the Pacific (COMP)
3. Mixed Use District 3 (Edison Historic District)

The Parking Plan allows for adding structured parking at the locations identified in the figure opposite. The adjacent Table summarizes the Parking Demand by District and the Parking Supply—self-contained and in the Parking District Lots/Structures.

### Parking Supply

Parking Lot #	Site Area (SF)	Parking Spaces	Levels	Type	City Owned
P1	12,000	34	1	Surface	
P2	25,000	71	1	Surface	
P3	10,200	29	1	Surface	
P4	44,100	252	2	Structure	Part
P5	33,750	193	2	Structure	
P6	33,750	193	2	Structure	
P7	28,200	161	2	Structure	
P8	33,750	289	3	Structure	
P9	19,200	55	1	Surface	
P10	25,000	143	2	Structure	
P11	7,000	20	1	Surface	
P12	21,600	123	2	Structure	
P13	12,100	35	1	Surface	
P14	40,000	343	3	Structure	
P15	48,500	416	3	Structure	
P16	22,400	64	1	Surface	
P17	63,800	182	1	Surface	
P18	33,800	290	3	Structure	
P19	25,000	143	2	Structure	Part
P20	61,600	176	1	Surface	
P21	60,000	150	1	Subterranean	
P22	124,800	357	1	Surface	
P23	55,600	159	1	Surface	
P24	37,800	108	1	Surface	
P25	25,000	71	1	Surface	Part
P26	25,725	147	2	Structure	
P27	12,500	36	1	Surface	
P28	13,200	26	1	Courtyard	
P29	70,000	200	1	Surface	
P30	78,400	196	1	Subterranean	

Total	955,375	
Total Parking Provided		4,662

### Parking Demand

Use	Ground Floor Area (S.F.)	Upper Floor Area (S.F.)	Total Area (S.F.)	Parking Spaces Required	Notes
Retail	600,096	0	600,096	2,400	
Office	101,720	242,975	344,695	893	
Cinema	54,000	0	54,000	0	Off-Cycle Parking
Bank	71,700	44,100	115,800	375	
Educational	250,000	150,000	400,000	800	
Residential (in Mixed Use)	0	60,000	60,000	120	
Other	21,800	3,600	25,400	0	Off-Cycle Parking
Total	1,099,316	500,675	1,599,991		
Total Parking Demand				4,588	

Figure 12

### Parking Supply and Demand



## LEGEND

— — SPECIFIC PLAN AREA

— STREET

P21  
PARKING LOT  
OR STRUCTURE

PARKING AREA  
ENTRY POINT

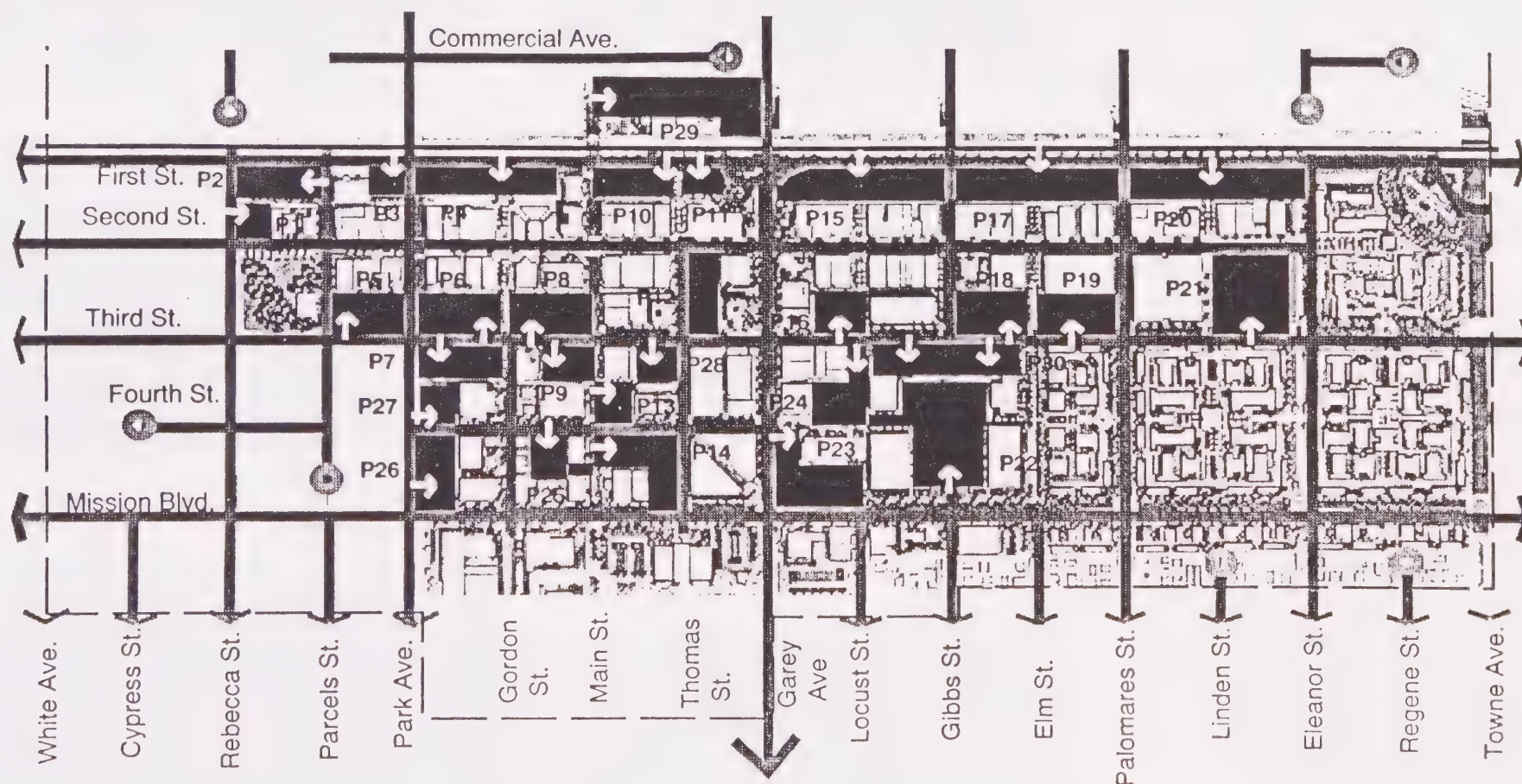
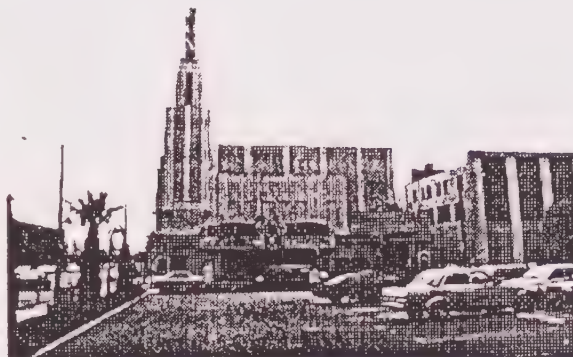


Figure 13  
Parking Plan

A very important part of Downtown Pomona's Urban Design Concept and Design Theme is related to the preservation and enhancement of Historic Structures and Districts.

The figure opposite identifies nine key structures which the Specific Plan is designating as City of Pomona Landmark Structures.

These Landmark Structures anchor the image and character of the International Festival Mall and the Garey Avenue Gateway Corridor.



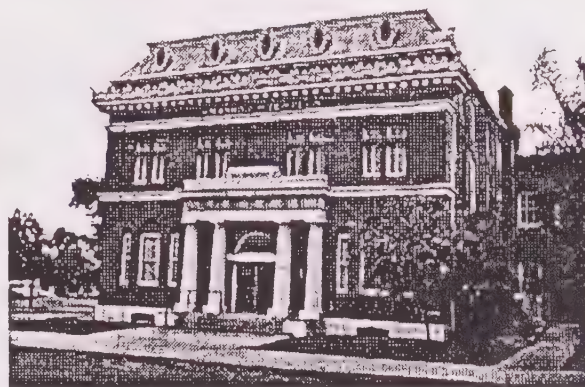
8 *Fox Theater*



9 *City Yard Building*



6 *Seventh Day Adventist Church*



7 *Masonic Temple*

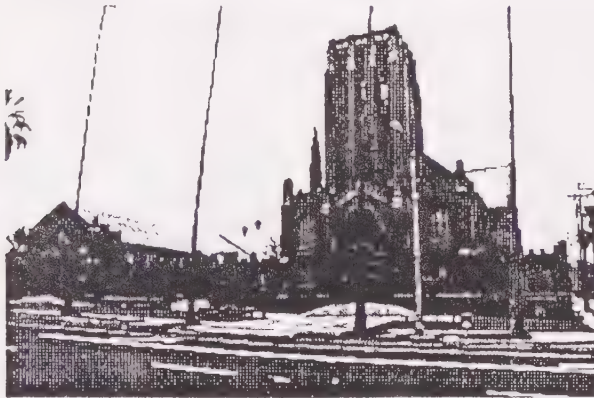


4 *Southern Pacific Rail Station*



5 *Armory*

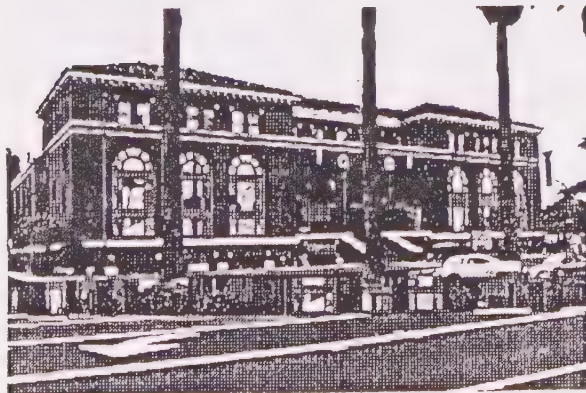




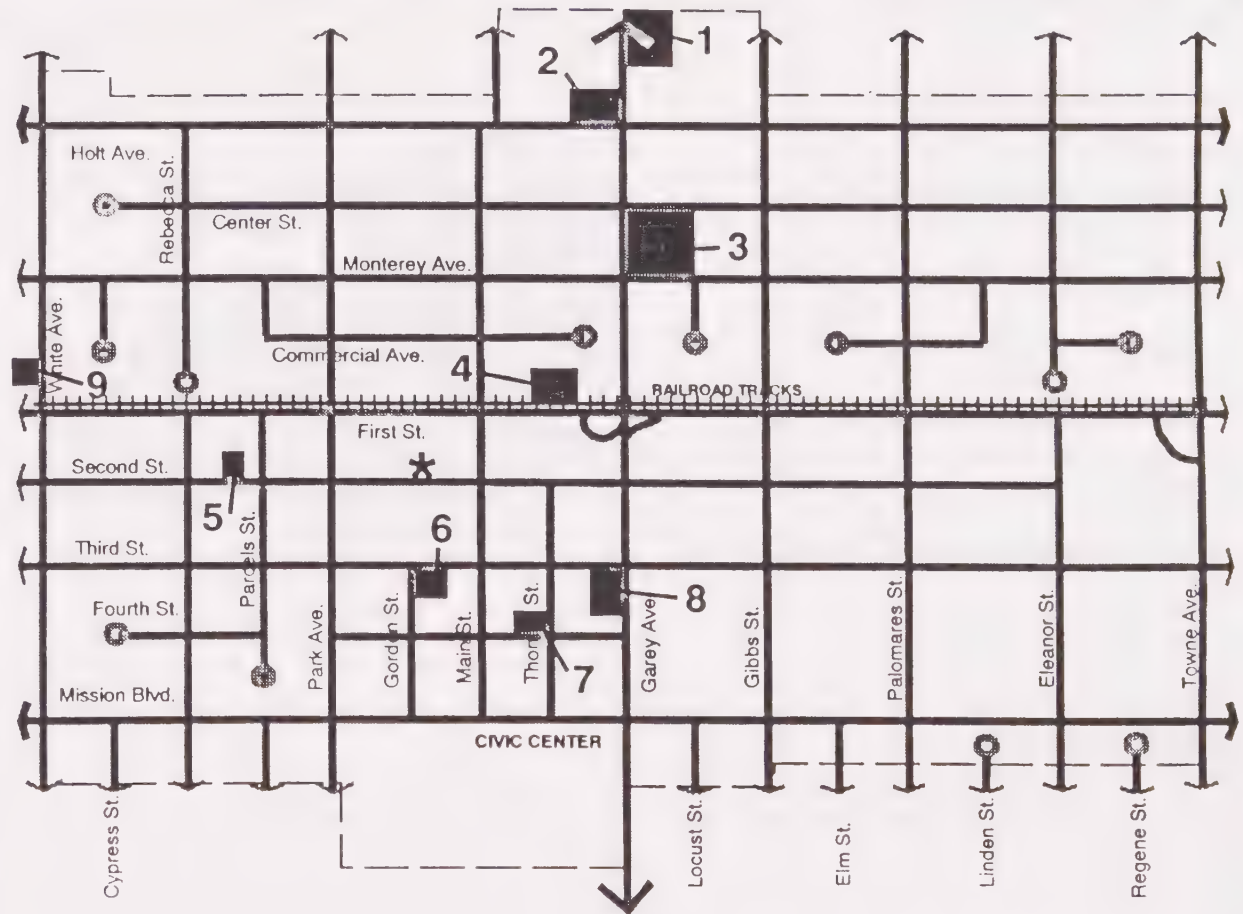
1 Pilgrim Congregational Church



2 First Baptist Church



3 YMCA



## LEGEND



POTENTIAL RELOCATION SITE  
FOR BUILDING 9



STREET



## HISTORIC STRUCTURE

- 1 Pilgrim Congregational Church
- 2 First Baptist Church
- 3 YMCA
- 4 Southern Pacific Rail Station
- 5 Armory
- 6 Seventh Day Adventist Church
- 7 Masonic Temple
- 8 Fox Theater
- 9 City Yard Building

Figure 14  
Landmark Structures

The Specific Plan is designating four Historic Districts. These four districts are:

**A. Edison District**

The Edison District was constructed primarily between 1896 and 1910. All of the buildings are constructed of brick and retain much of their original character. The buildings were mainly devoted to auto service and have strong, simple lines.

**B. Edison Expansion District**

The Edison Expansion District was the entertainment center of Pomona for many years, housing the Armory Opera House. Freeman's Hardware Store and the Pomona Block are two other important, pre-turn of the century buildings that still exist in this District.

**C. Downtown District**

The Downtown District was the business and banking center of Pomona. The various buildings represent several versions of Classical architecture and can be restored to reflect the historical importance of this area to Pomona.

**D. Antique District**

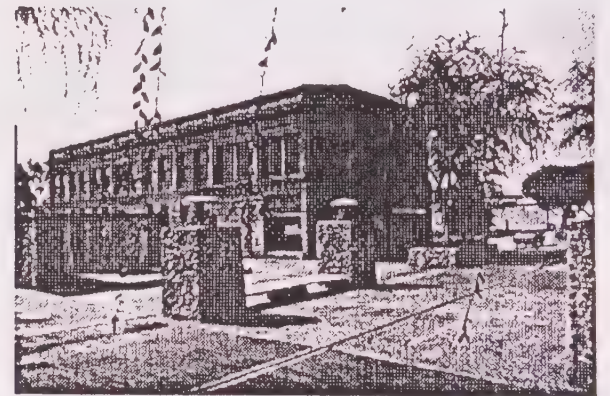
The Antique District contained Pomona's most prominent clothing stores, as well as the J.C. Penny company and Montgomery Wards. This area attracted residents from the entire Pomona Valley.



A *Edison District*

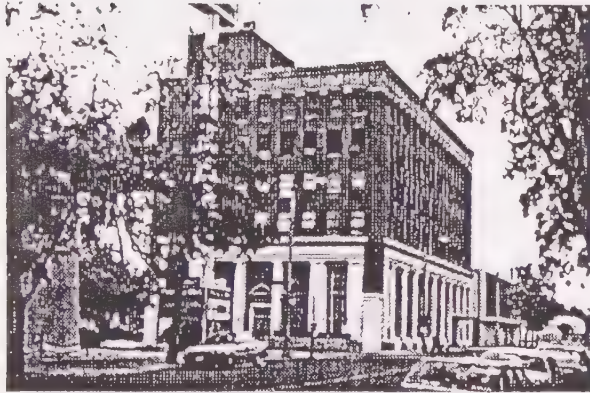


A *Edison District*



B *Edison District Expansion*

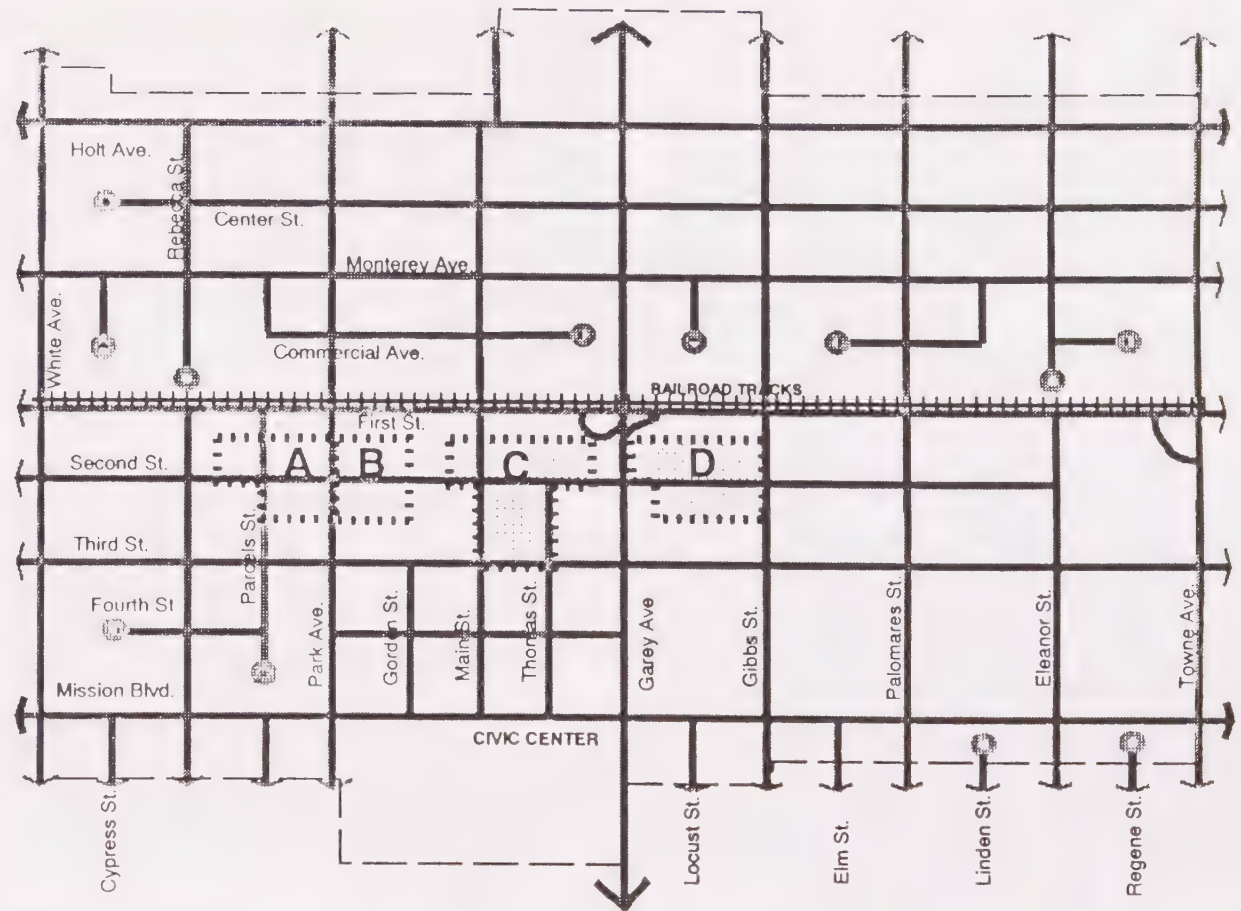




C *Downtown District*



D *Antique District*



## LEGEND

— SPECIFIC PLAN AREA  
 STREET



HISTORIC DISTRICT

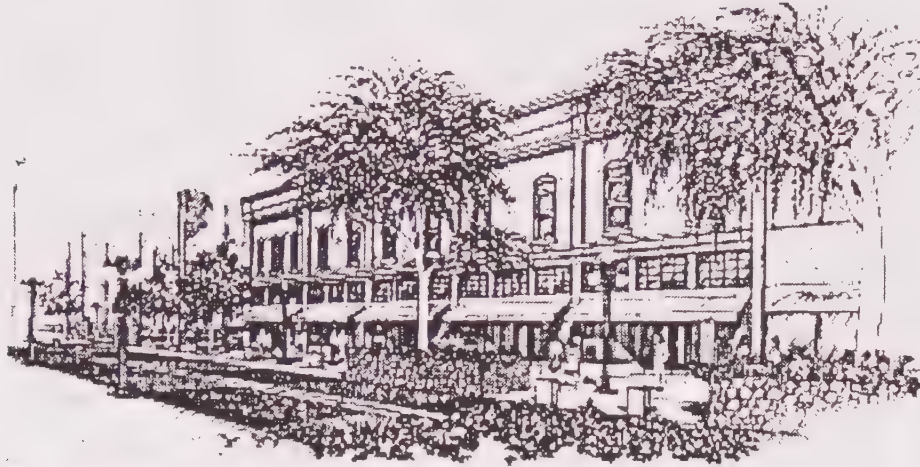
- A Edison District
- B Edison District Expansion
- C Downtown District
- D Antique District

Figure 15  
*Historic Districts*

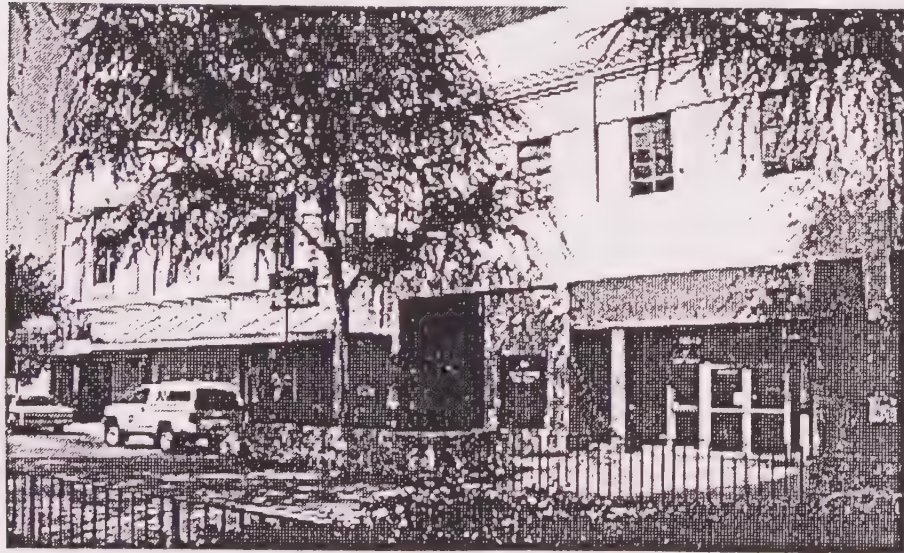
The Secretary of the Interior's Standards for Rehabilitation

It is recommended that Pomona use these standards as guidelines for rehabilitations.

The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.



*Downtown District Building following Restoration*

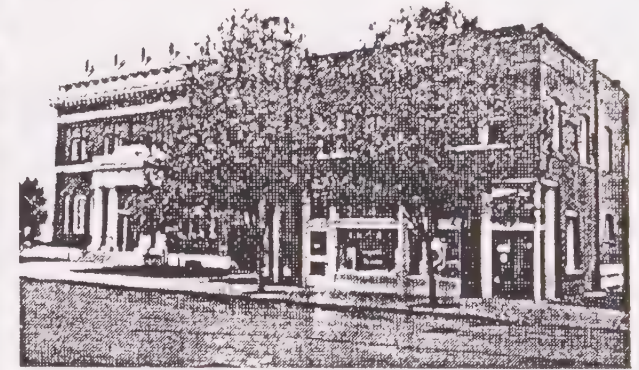
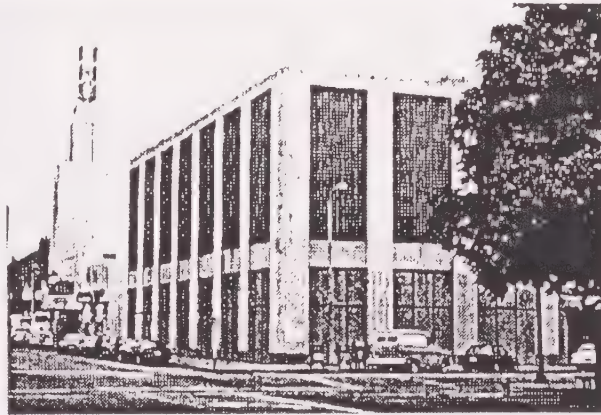


*Downtown District Building before Restoration*

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes and construction techniques or example of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical or pictorial evidence.



7. Chemical or physical treatments, such as sand-blasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



## Relocation of Historic Residential Structures

The City of Pomona will maintain an inventory of all residential structures within the Specific Plan area which are candidates for relocation or inclusion within the four residential villages. Local Structures of Merit shall be incorporated into Village Plans. A 100% density bonus will be given in relationship to the site area required for relocated or incorporated historic residential structures.



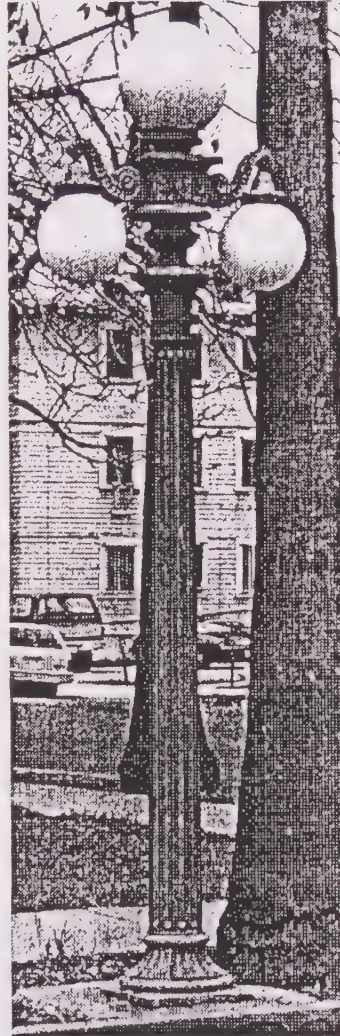


Downtown Pomona can achieve a unity of feeling while maintaining an appealing diversity by:

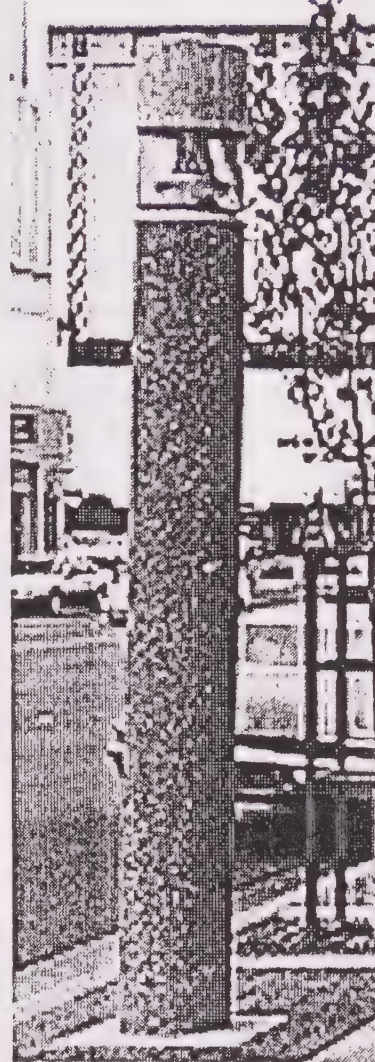
- utilizing brick as the design theme material for all new, non-residential structures in the Garey Corridor and entire Specific Plan area south of the railroad tracks.

The inspiration for the brick material theme comes from four of the seven Landmark Structures identified previously in the Historic Preservation section and the prevalence of brick construction in the Historic Districts along Second Street. Brick may be used as either a structural material or an applied building skin.

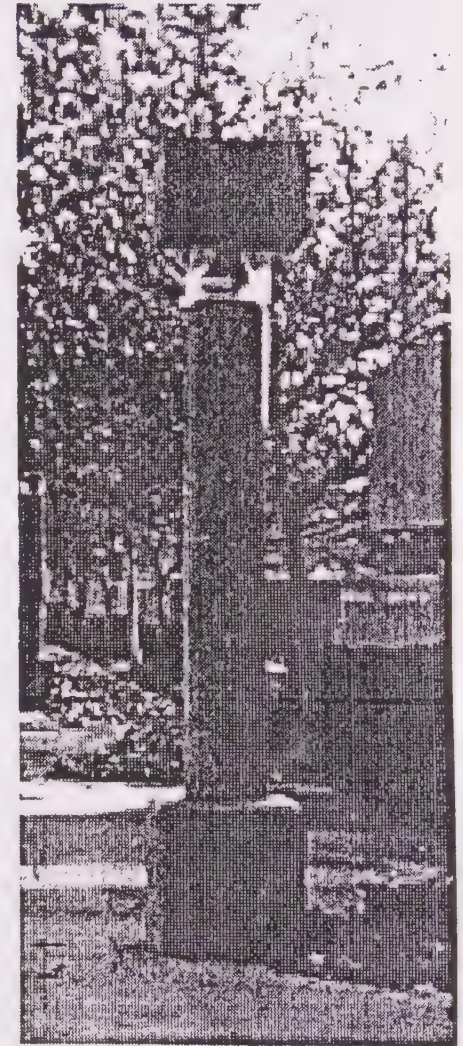
- utilizing the palette of Street Lights identified opposite for the Perimeter, Garey Corridor and International Festival mall Streetscapes
- utilizing the palette of Street Trees described on the following pages
- the incorporation of fountains, sculpture and murals within the Arts District described subsequently.



*International Festival Mall*

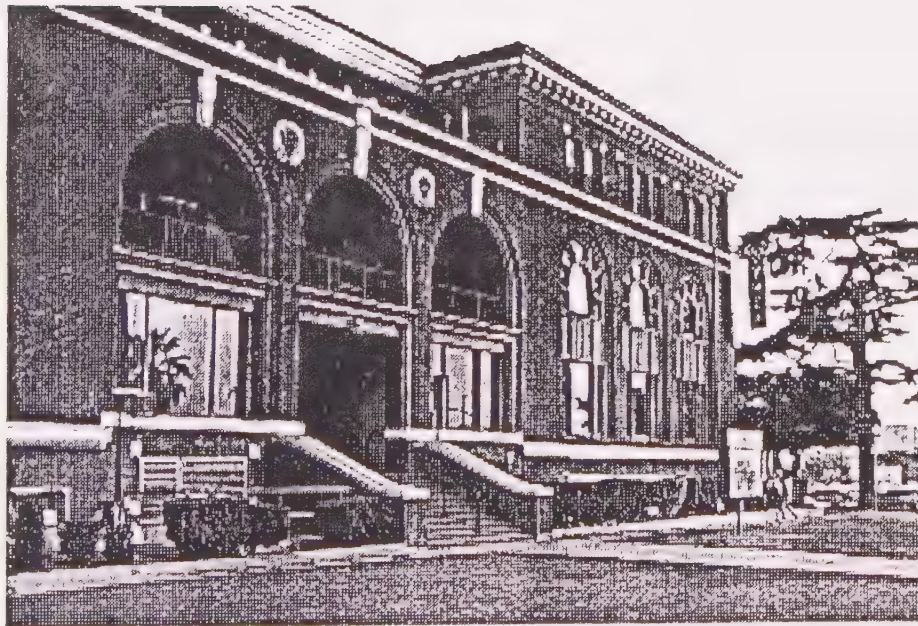
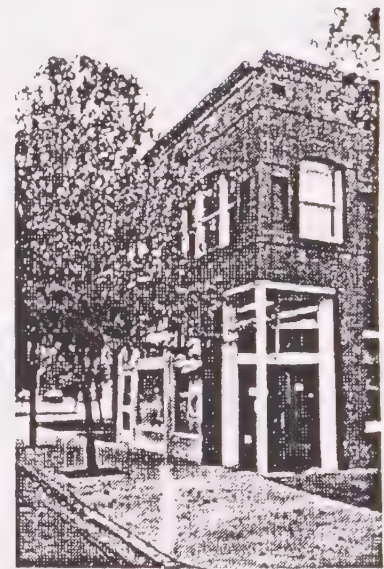
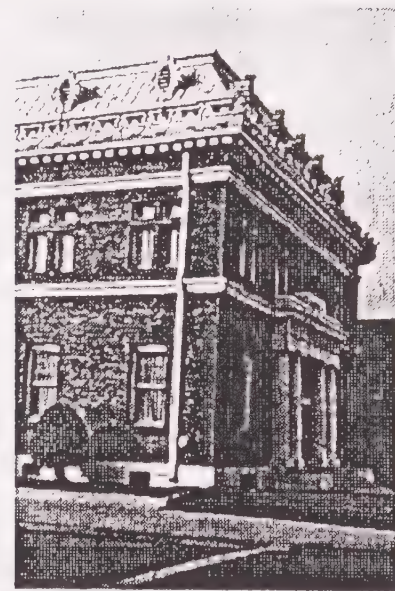
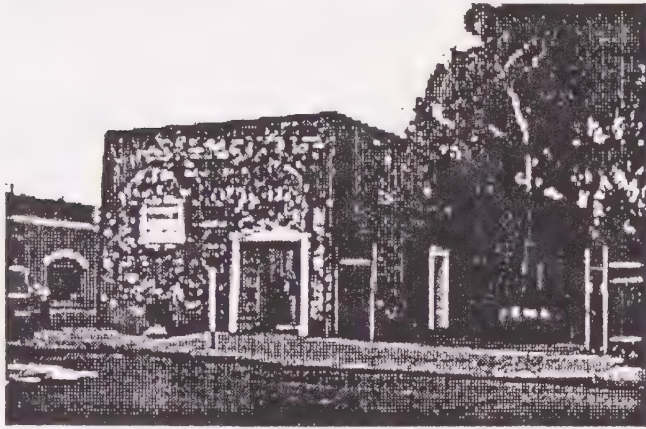


*Garey Entry Corridor*



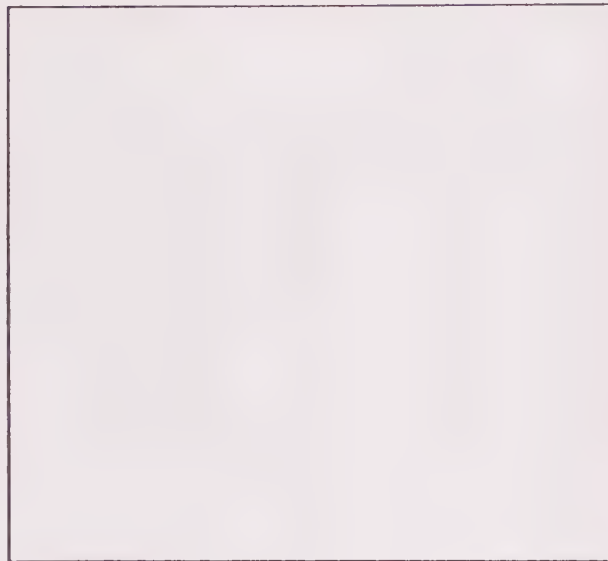
*Perimeter Streets  
(Holt, Mission, Towne & White)*



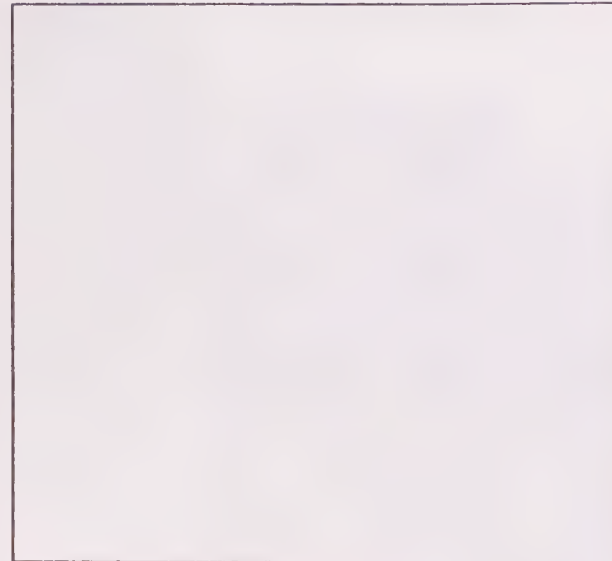


A major unifying element of the Downtown design theme will be the pattern of street trees. Five major patterns of street trees are recommended as follows:

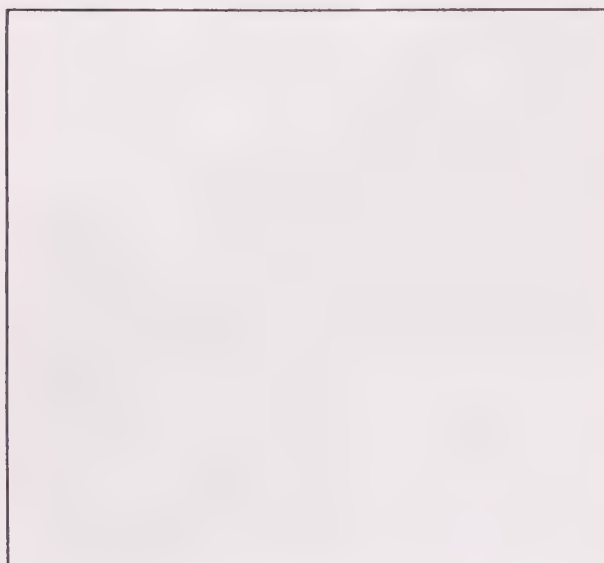
1. Thomas Street - new, palms to preserve views of buildings and signage on a relatively narrow right-of-way
2. Second Street - preserving and enhancing the existing pattern of trees
3. Mission Boulevard - evergreen trees in combination with palms in the median
4. Garey Avenue - flowering trees to create a colorful Entry Corridor
5. Perimeter Streets - Holt, Towne and Park - new, evergreen trees.



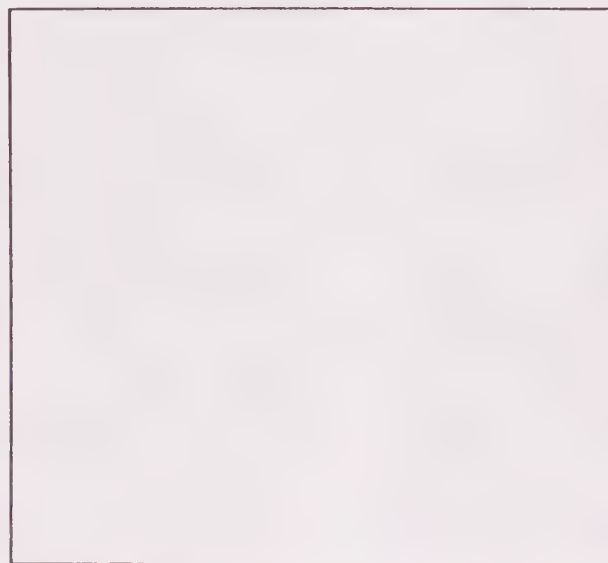
*Evergreens*



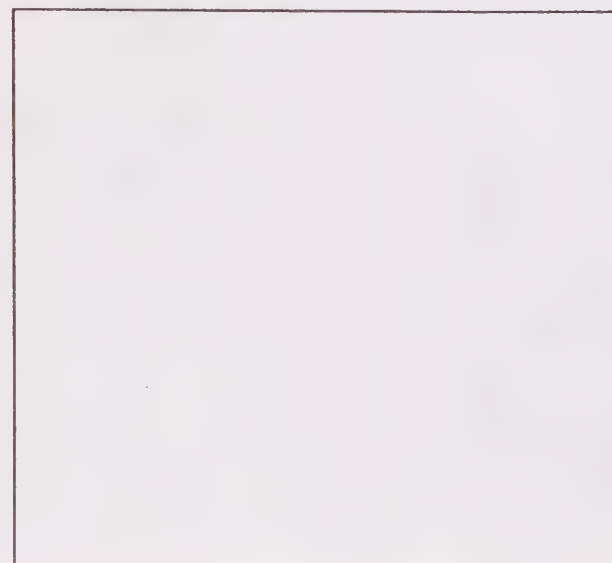
*Deciduous and Median Palms*



*Palms*




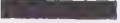



*Existing Pattern Trees*



*Flowering Trees*



## LEGEND

-  PERIMETER STREETS:  
HOLT AVENUE  
WHITE AVENUE  
TOWNE AVENUE
-  MISSION BOULEVARD
-  THOMAS STREET
-  SECOND STREET
-  GAREY ENTRY  
CORRIDOR

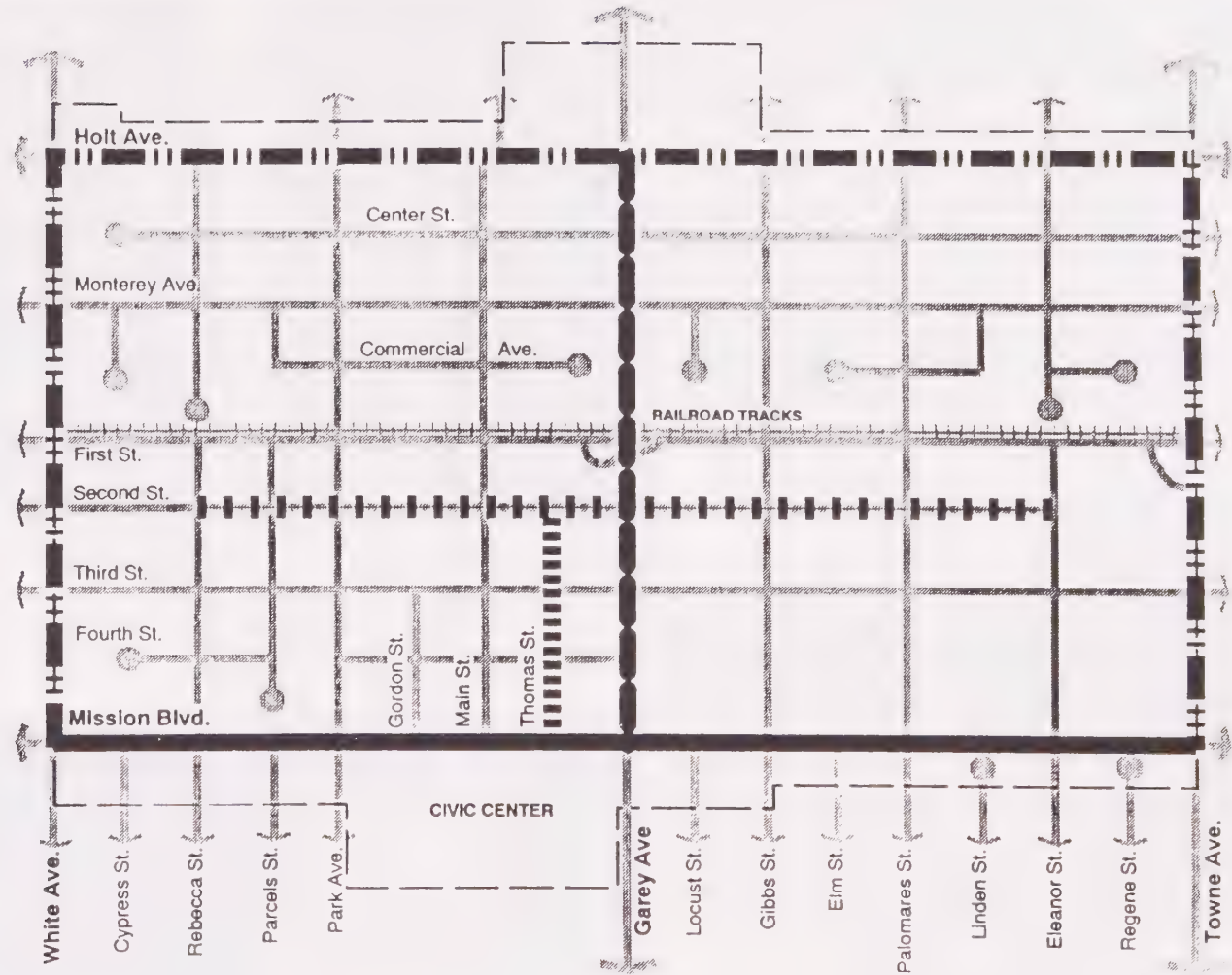


Figure 16  
*Palette of Street Trees*



Signage is intended to be a positive, important part of the Downtown Pomona design theme. Well-designed signage will both convey useful information and add color and texture to the environment.

### Private Signage

The primary categories of the private signage palette are illustrated adjacent. All signs in the Downtown Pomona Specific Plan area shall comply with the signage section of the 1984 Architectural Design and Sign Guidelines for Pomona's Commercial Districts, utilizing these signage guidelines is appropriate for all buildings —new and old—in the Specific Plan area and will add on a sense of cohesiveness and interest to Downtown.

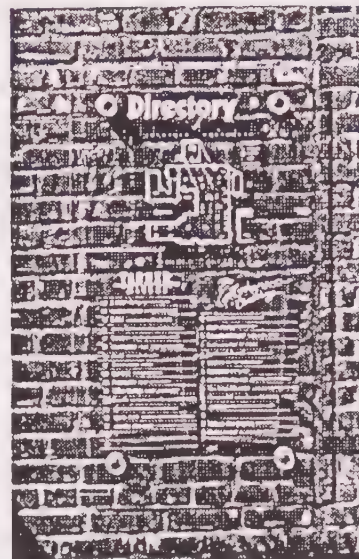
### Public Signage

Public Signage, except for Public Parking Structures, should be contemporary in design and related in form to the contemporary street lights recommended for Garey Avenue and the Perimeter Streets. Public Parking Signage at the garages should be more in keeping with the Historic Districts.

The figure opposite shows conceptual locations for orientation, reassurance and arrival signage. Actual locations will be determined through detailed design studies subsequent to adoption of the Specific Plan.



*Historic Signage*



*Directorles*



*Awning Signage*



*Projecting and Window Signage*



*Building Facade Signage*



## LEGEND

- ORIENTATION SIGNAGE  
Civic Center  
International Festival Mall
- REASSURANCE SIGNAGE  
Civic Center  
International Festival Mall
- PARKING / ARRIVAL SIGNAGE  
Civic Center
- ◀ PARKING LOCATION SIGNAGE  
International Festival Mall
- ⊙ PARKING / ARRIVAL SIGNAGE  
International Festival Mall and / or  
C.O.M.P.

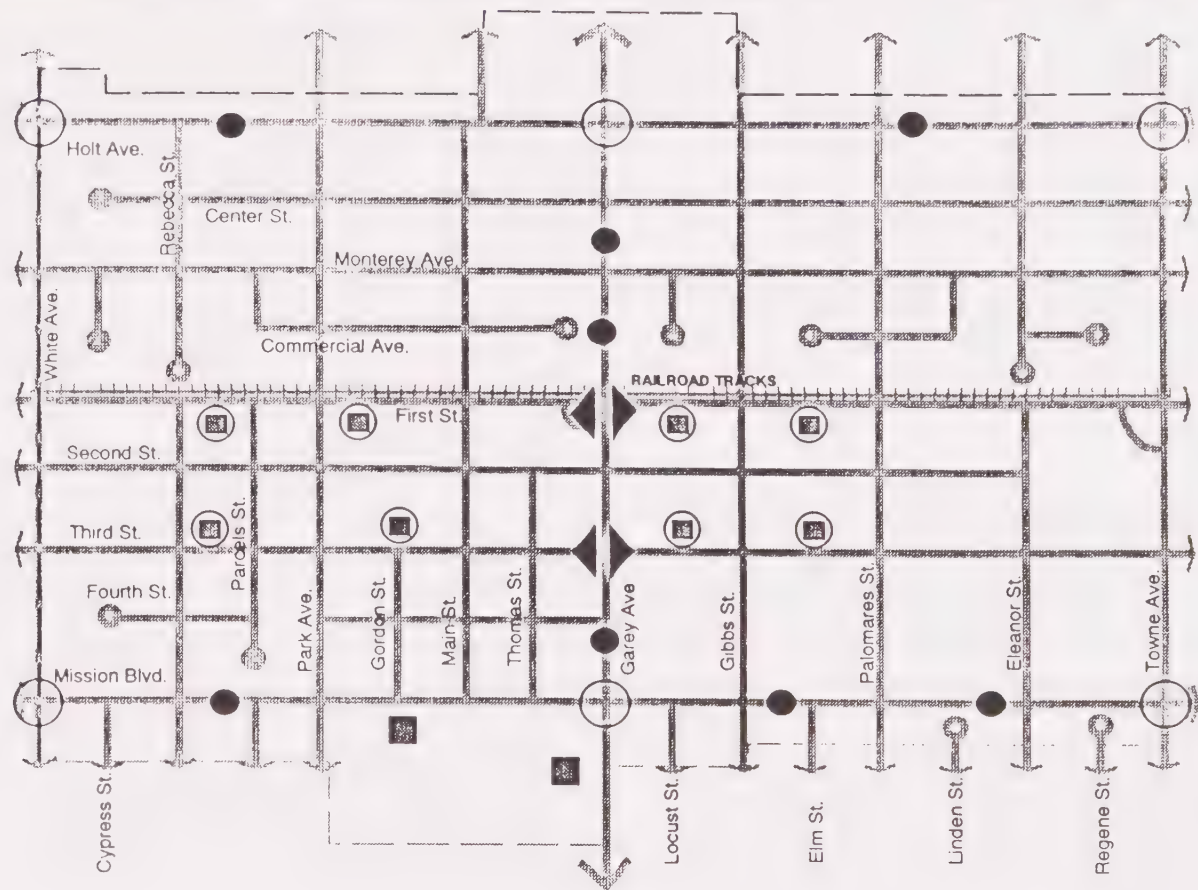


Figure 17  
Public Signage Locations Concept

The Public Elements of Downtown establish a circulation and environmental image framework for private development. The key Public Elements recommendations are as follows:

#### **Quadrant Entry Points**

Quadrant Entry Points are needed at the four corners of downtown to direct drivers to the Garey Avenue Entry Corridor. These Entry Points should be similar in design but smaller in scale than the Garey Entry Points.

#### **Perimeter Streetscapes**

The Perimeter Streetscapes should be designed to direct drivers to the Garey Avenue Entry Points. This can be accomplished through signage and through street lighting. Signage to the City Hall, Courts and Library should be located on Mission.

#### **Garey Avenue Entry Points**

The Garey Avenue corridor is the primary entrance to downtown. Major Entry Points at Garey/Mission and Garey/Holt are required for Garey to be understandable as the major Entry Corridor. Special paving, public signage and landscaping should be designed for these two intersections.

#### **Garey Avenue Entry Corridor**

Signage to the International Festival Mall Parking should be located at Garey and 1st and Garey and 3rd Streets. Signage to City Hall, the Courts and Library should also be located on Mission.

#### **Key Pedestrian Elements**

Six, interrelated rights-of-ways, are recommended to create the "T" which is the organizing space and pedestrian circulation flow for Downtown.

It is recommended that light fixtures similar to those on main Street be used as the major unifying element of the "T". A continuity of some paving elements is also recommended throughout the "T".

The five segments of the "T" are as follows:

#### **Second Street from Park to Gibbs (1)**

Refurbishing of the existing stone planters, fountains and artwork is recommended in this segment.

#### **Second Street from Park to Rebecca (2)**

Closure of the street and creation of an area for outdoor dining is recommended.

#### **Second Street from Gibbs to Eleanor. (3)**

It is recommended that this portion of Second Street be vacated and improved by the College of Osteopathic Medicine of the Pacific.

#### **Thomas Street from Mission Boulevard to 2nd Street (4)**
















Creation of a pedestrian-oriented street with limited vehicular access.

#### **Thomas Street from 2nd Street to 1st Street (5)**

Creation of a pedestrian link and plaza connecting to the new Commuter Rail station located south of the tracks.



## LEGEND

-  ARRIVAL ENTRY POINT
-  ORIENTATION ENTRY POINT
-  GARET ENTRY POINTS
-  RESIDENTIAL CUL-DE-SAC
-  GAREY STREETSACPE
-  PERIMETER STREETSACPE
-  THOMAS ST. R.O.W
-  C.O.M.P. R.O.W
-  EDISON R.O.W
-  2ND ST. R.O.W
-  MAIN ST. R.O.W
-  1 EXISTING PARK EXPANSION
-  2 NEW PARK OVER PARKING
-  3 NEW PARK
-  4 NEW PARK
-  FLEXIBLE LOCATION

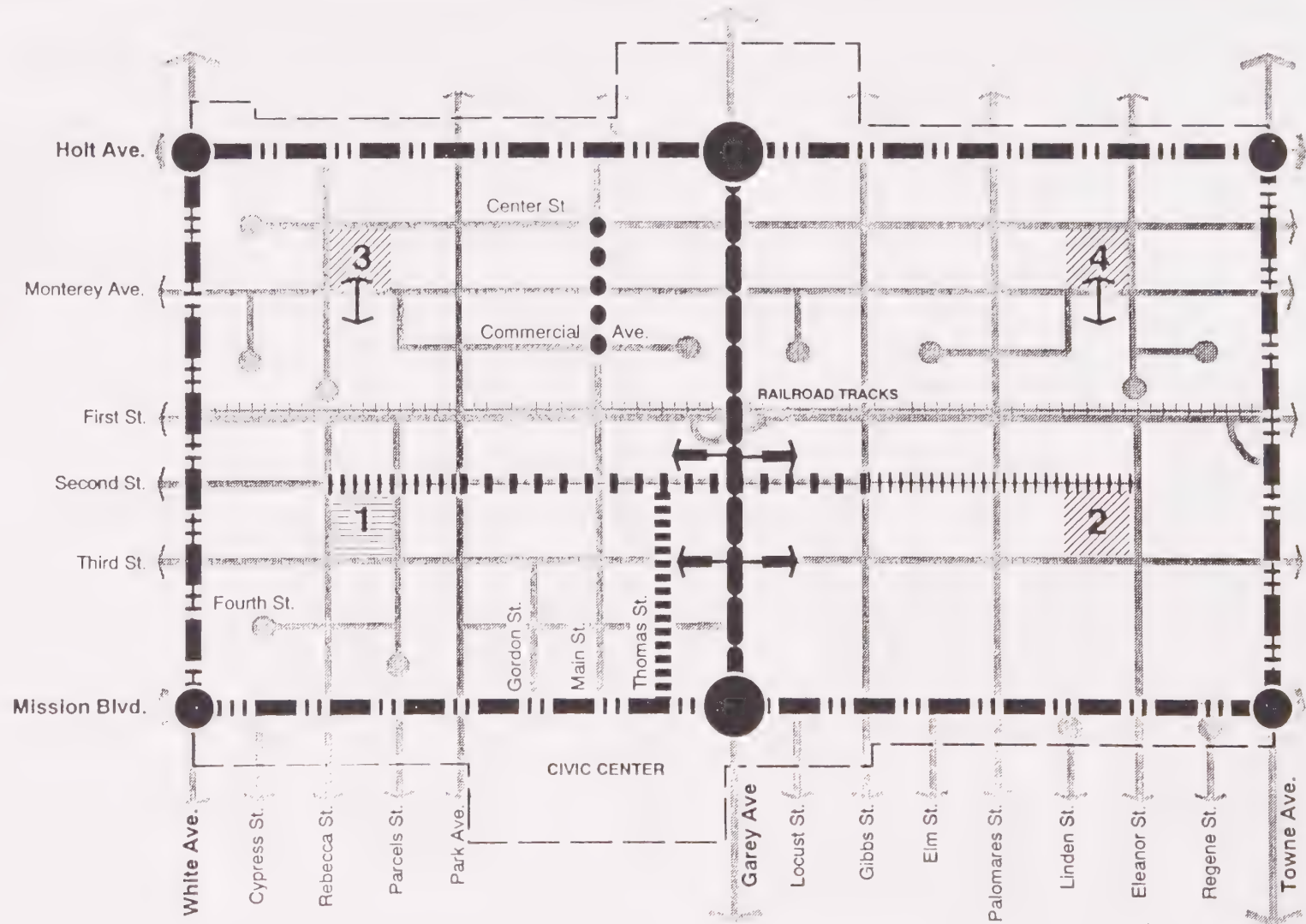


Figure 18

*Areawide Design Guidelines for Public Elements*

The Private Elements of Downtown can be designed in harmony with the Public Elements to create flows of space and circulation and a harmony of building and landscape materials and forms. The key Private Elements recommendations are summarized here. See also the Design Guidelines for Key Development Sites which will illustrate some of these recommendations in greater detail.

## **Cinema Retail Vista and Pedestrian Connection**

It is recommended that the northwest corner of Mission and Garey, a large site, be developed so that a diagonal galleria provides both a pedestrian connection to Thomas Street and a vista to the Masonic Temple.

## **Mixed Use Center Vistas and Pedestrian Connections**

The Mixed Use Center between Locust and Elm, north of Mission, should be visually and spatially connected with the Antique District Plaza and Second and Gary and the link to COMP along Elm Street.

## **Facades Facing Parking Lots/Structures**

The Facades of all existing and new structures along both sides of Second Street should be renovated or designed in an attractive and historically appropriate manner. This includes entries, lighting and signage.



## LEGEND

-  CINEMA RETAIL VISTA AND PEDESTRIAN CONNECTION
-  MIXED USE VISTAS AND PEDESTRIAN CONNECTION
-  FACADES FACING PARKING LOTS/STRUCTURES
-  INTERNATIONAL FESTIVAL MALL FACADES AND SIGNAGE PROGRAM

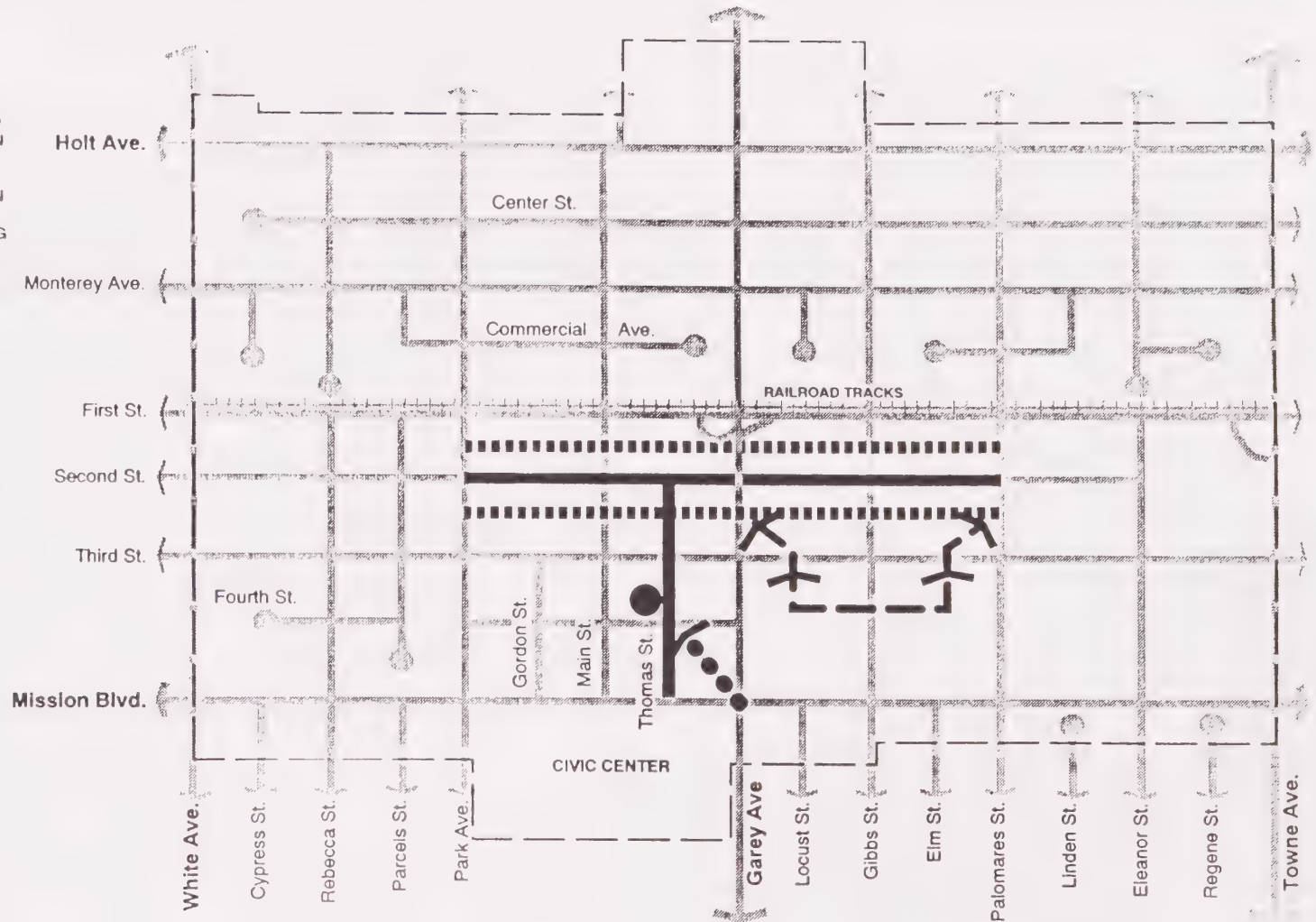
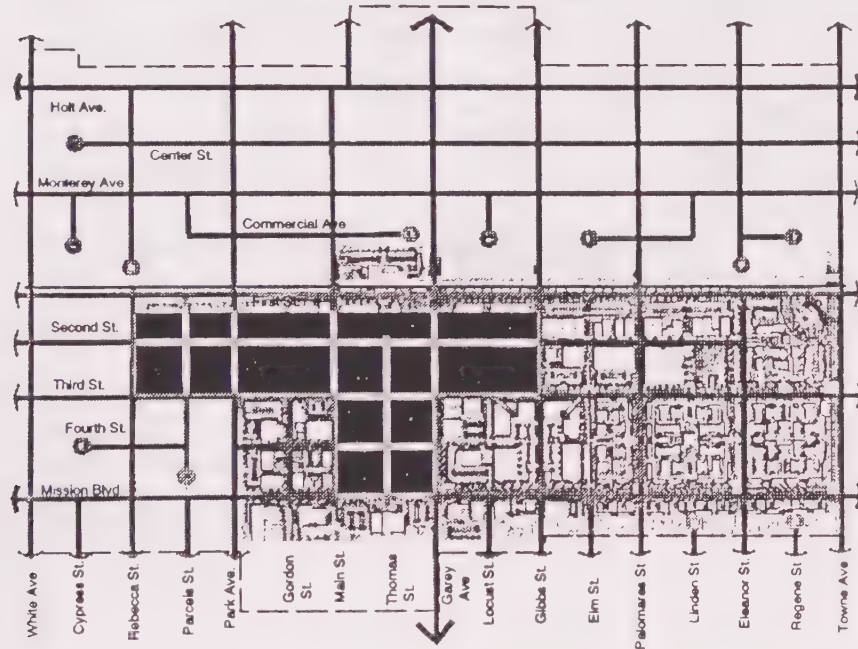


Figure 19  
Areawide Design Guidelines for Private Elements












# KEY DEVELOPMENT SITE GUIDELINES

The Key Design Guidelines for the International Festival Mall include:

- The Existing Building Front and Rear Facades along 2nd Street and Thomas Street should be rehabilitated in accordance with the 1984 Architectural Design and Sign Guidelines for Pomona's Commercial Historic Districts.
- New Infill sites along 2nd and Thomas shall be designed with brick front and rear facades and shall be compatible in scale (i.e. in height range of adjacent buildings) and architectural detail.
- Key Vistas and Pedestrian Walkway connections shall be maintained as illustrated in the figure opposite.
- The vista to the Existing Train Station shall not be impeded by either public or private structures.
- Services Access shall be provided away from Second and Thomas Streets from Parking Lots.
- Plazas shall be developed through a Public-Private design process for the Fox Theater and the Thomas Street Mercado.



## LEGEND

-  2ND / THOMAS STREETS FACADES RESTORATION PROGRAM AND SIGNAGE
-  COMPATIBLE DESIGN REQUIRED FOR NEW INFILL
-  2ND / THOMAS STREETS REAR FACADES RESTORATION AND SIGNAGE PROGRAM
-  FOX THEATER PLAZA- PUBLIC / PRIVATE COOPERATION IN DESIGN AND DEVELOPMENT
-  PUBLIC - PRIVATE COOPERATION IN DEVELOPMENT OF OUTDOOR DINING AREA
-  MAINTAIN VISTA TO EXISTING TRAIN STATION
-  RESTORATION OF POMONA AUDITORIUM
-  SERVICE ACCESS
-  CINEMA / RETAIL / MASONIC TEMPLE VISTA / WALKWAY
-  DOWNTOWN VILLAGE CENTER / ANTIQUE DISTRICT WALKWAY
-  DOWNTOWN VILLAGE CENTER / COMP WALKWAY



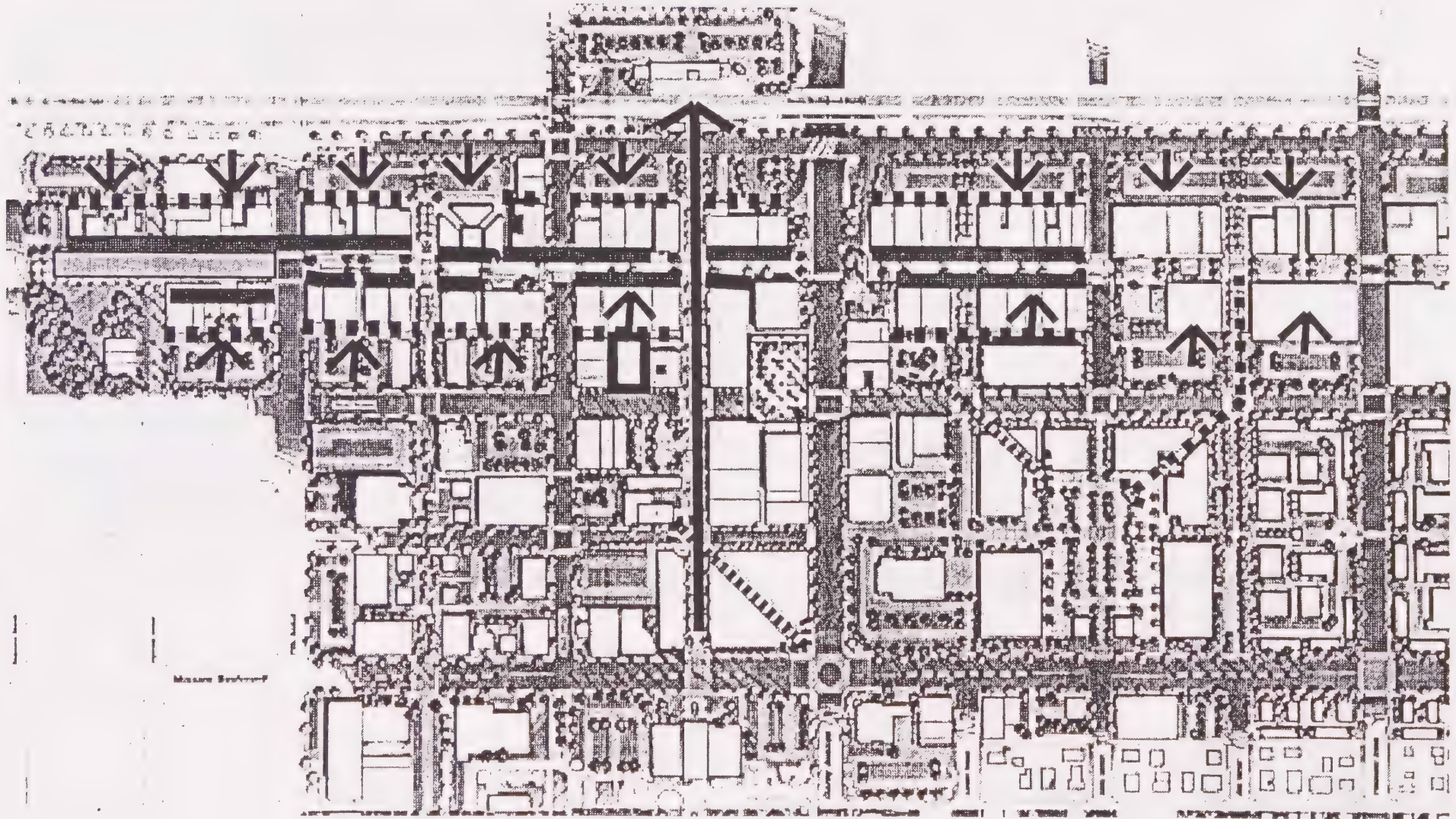


Figure 20

*International Festival Mall Illustrative Site Plan*



# KEY DEVELOPMENT SITE GUIDELINES

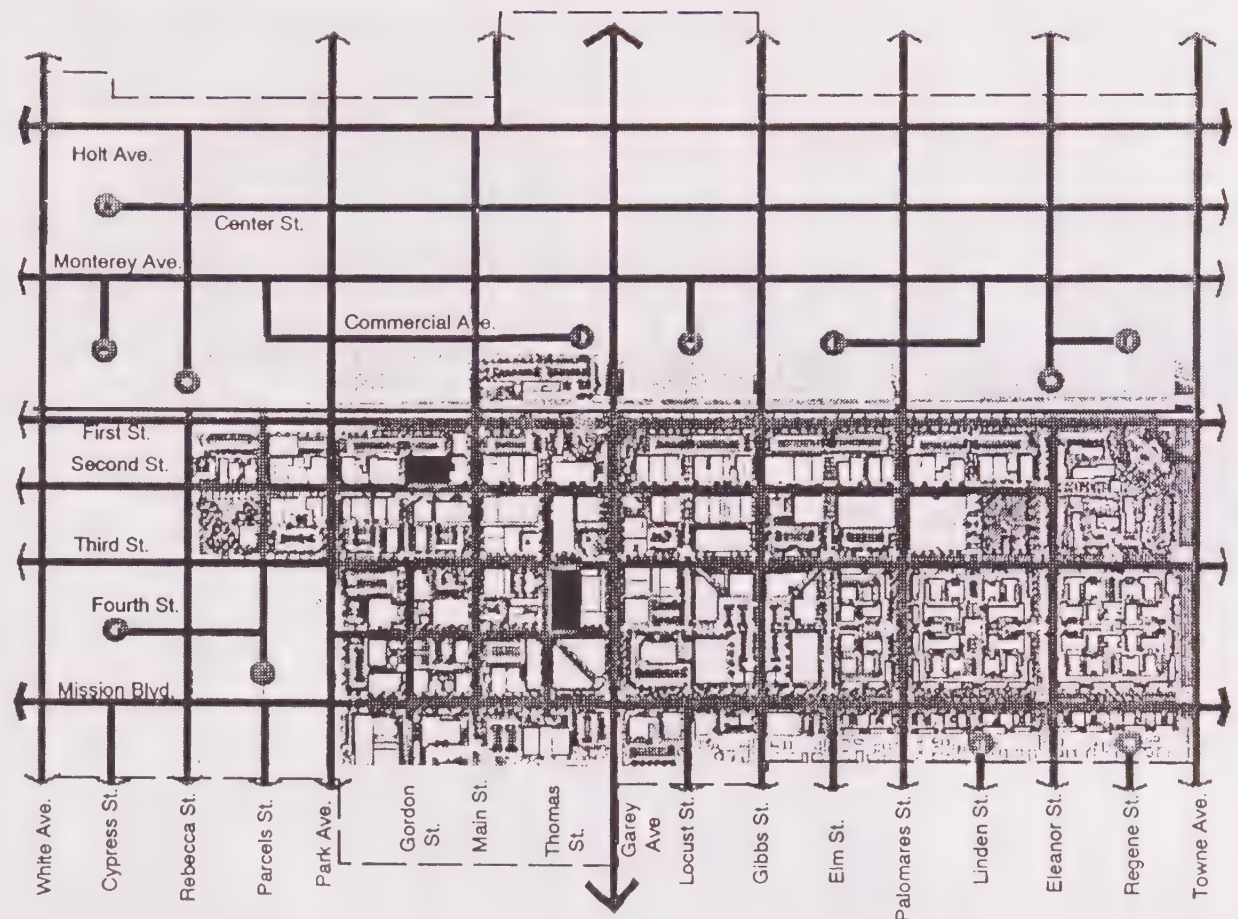
The key Design Guidelines for two potential Mercado infill projects are as follows:

The Thomas Street Mercado infill shall:

- be accommodated in a sensitive **adaptive reuse of the existing Progress Bulletin buildings**
- creation of a **Parking Plaza** west of Thomas Street that can be used as an **open air plaza** on weekends
- provision of **removeable Bollards** at the Mission and 4th Street entrances to Thomas Street so that Thomas Street and the parking Courtyard can be a continuous outdoor space for weekends and special events.

The Second Street Mercado infill shall:

- utilize the **relocated City Yard Barn** if feasible
- alternatively be developed as a new Mercado structure with:
  - an open area mini plaza as a central space
  - diagonal pedestrian connections to the Commuter Rail Station and parking
  - front and rear facades which are compatible in scale and design with the character of the historic district.



**Mercados Site Locations**



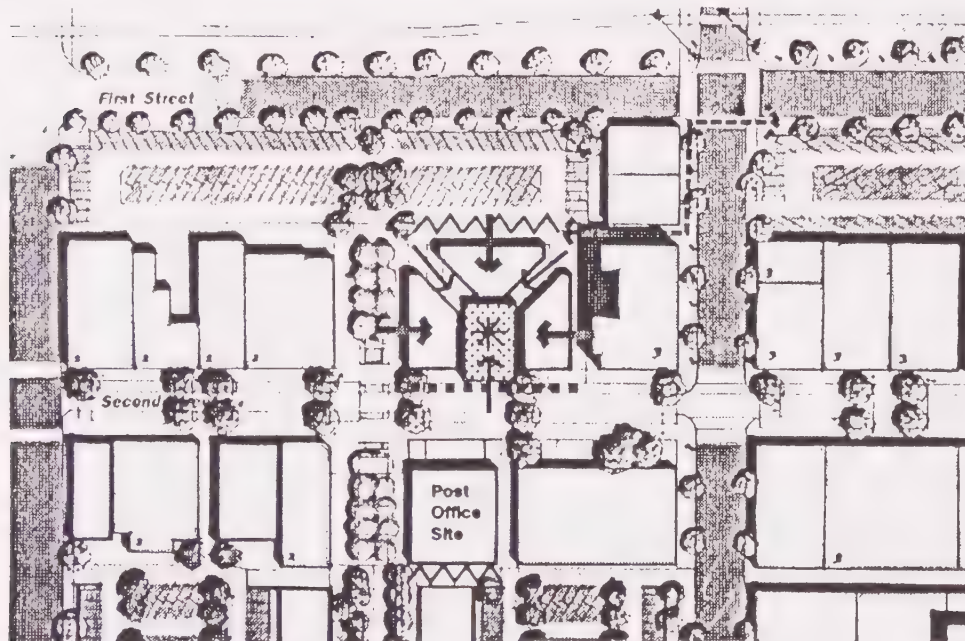

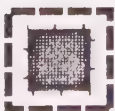


Figure 21  
Food Mercado Illustrative Site Plan

## LEGEND

-  POTENTIAL LOCATION OF BARN FROM CITY YARD
-  OPEN AIR MINI PLAZA
-  REAR FACADES COMPATIBILITY
-  2ND STREET FACADE COMPATIBILITY
-  SERVICE ACCESS POINTS
-  PEDESTRIAN ENTRY POINTS
-  PEDESTRIAN CONNECTION TO COMMUTER RAIL STATION AND PARKING

## LEGEND

-  RESTORATION AND ADAPTIVE REUSE OF EXISTING STRUCTURES
-  PARKING AREA PAVED TO BECOME WEEKEND MERCADO PLAZA
-  POTENTIAL TO CLOSE STREET FOR MERCADO EVENTS

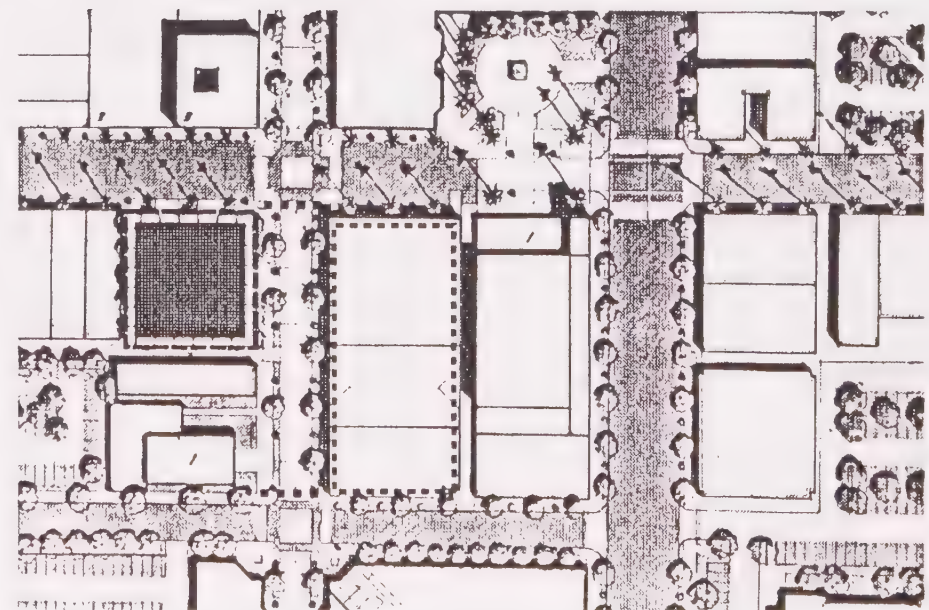
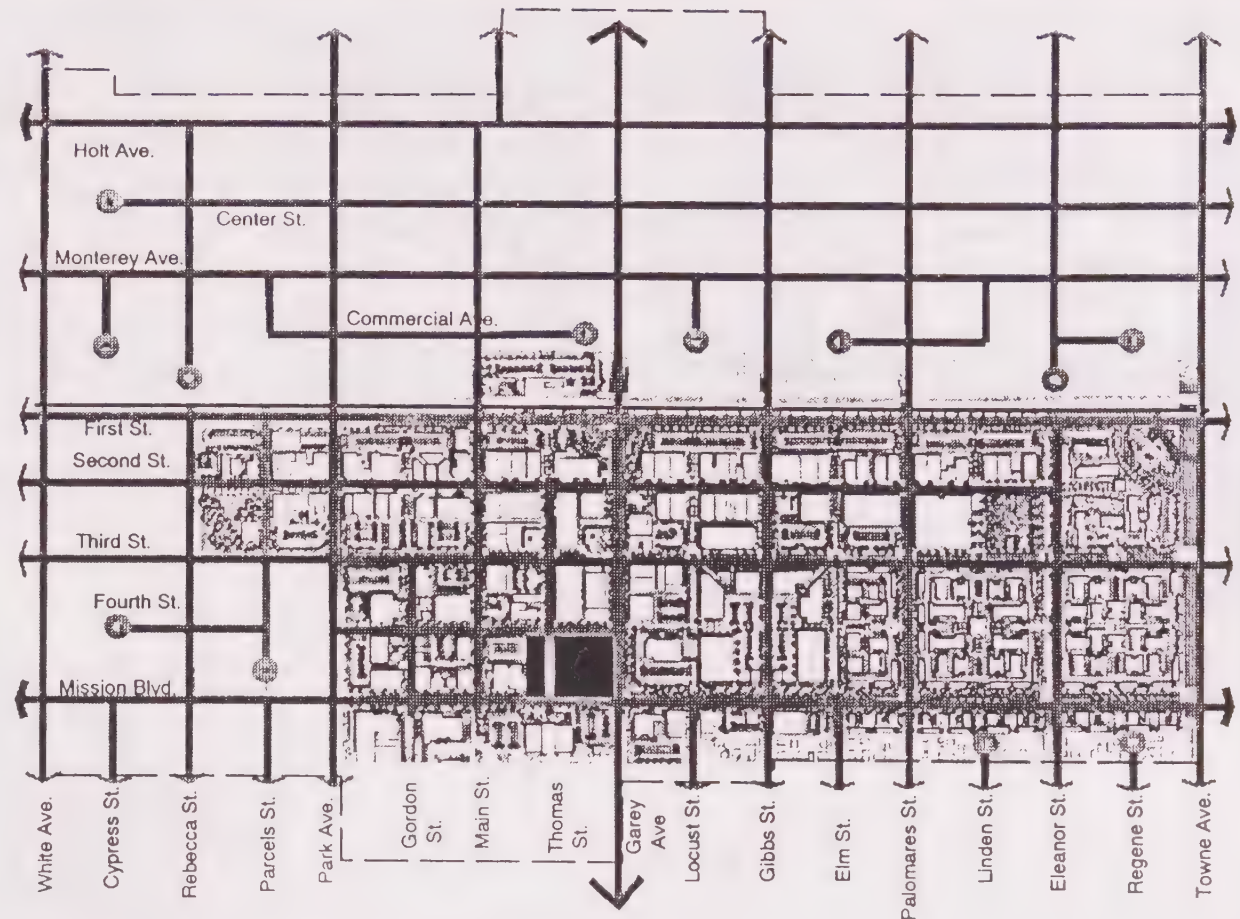


Figure 22  
Gifts Mercado Illustrative Site Plan

# KEY DEVELOPMENT SITE GUIDELINES

The key Design Guidelines for the Thomas Street Gateway to the International Festival Mall include:

- creation of a **Corner Setback/Entry Point Plaza** at the northwest corner of Garey and Mission. This Plaza shall be triangular in shape, extending 40' along Garey and 40' along Mission from the corner point. This plaza shall be designed so as to create a vista to the Masonic Temple Landmark Structure
- incorporation of a **Galleria** of 30' in width which shall be designed to function as both open air and enclosed
- provision of a **Retail Edge** along the International Festival Mall which is entered off Thomas Street and the Galleria
- provision of a 5 or more screen **Cinemas** element along Garey and Fourth with lobby access from the Galleria
- provision of a **map and directional signage** to the off-cycle parking lots from the Cinemas
- **Service to the Retail** which shall be off Thomas Street and/or the Galleria
- **Service to the Cinemas** which shall be off the Galleria.



*Gateway to the International Mall Site Location*



## LEGEND

-  CORNER SETBACK/  
ENTRY POINT
-  GALLERIA - VISTA  
PEDESTRIAN WALKWAY
-  VISTA STRUCTURE-  
MASONIC TEMPLE
-  RETAIL EDGE ON  
INTERNATIONAL FESTIVAL  
MALL / THOMAS STREET
-  UPPER LEVEL RESIDENTIAL  
ENCOURAGED TO 4 STORIES  
TOTAL BUILDING HEIGHT
-  OFF-CYCLE PARKING  
AREAS FOR CINEMAS  
(Weekends and/or Evenings)
-  GALLERIA RETAIL EDGE
-  THEATER LOBBY ENTRY
-  C CINEMAS BUILDING ELEMENT
-  R RETAIL BUILDING ELEMENT

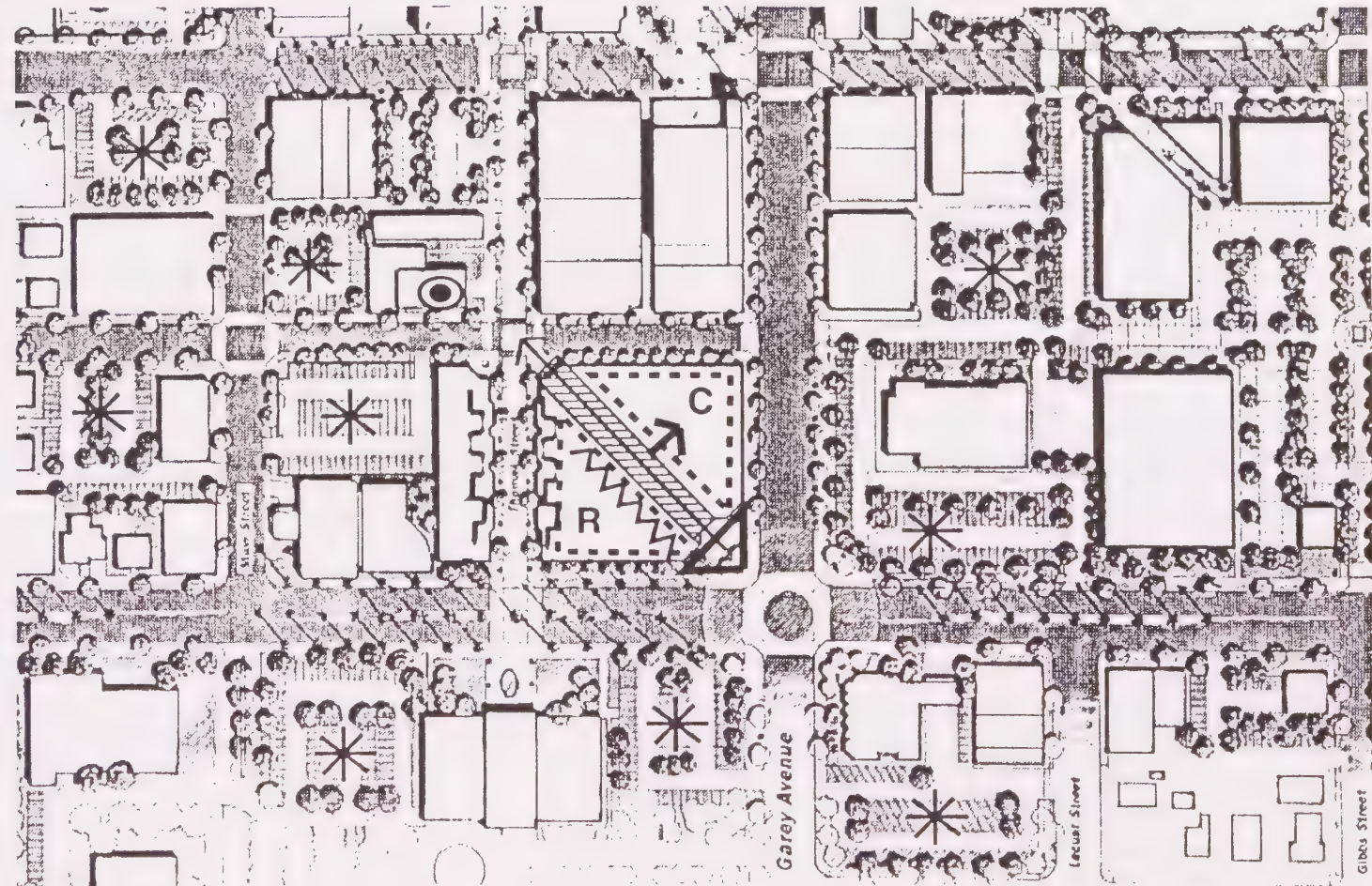


Figure 23

Gateway to the International Festival Mall Illustrative Site Plan

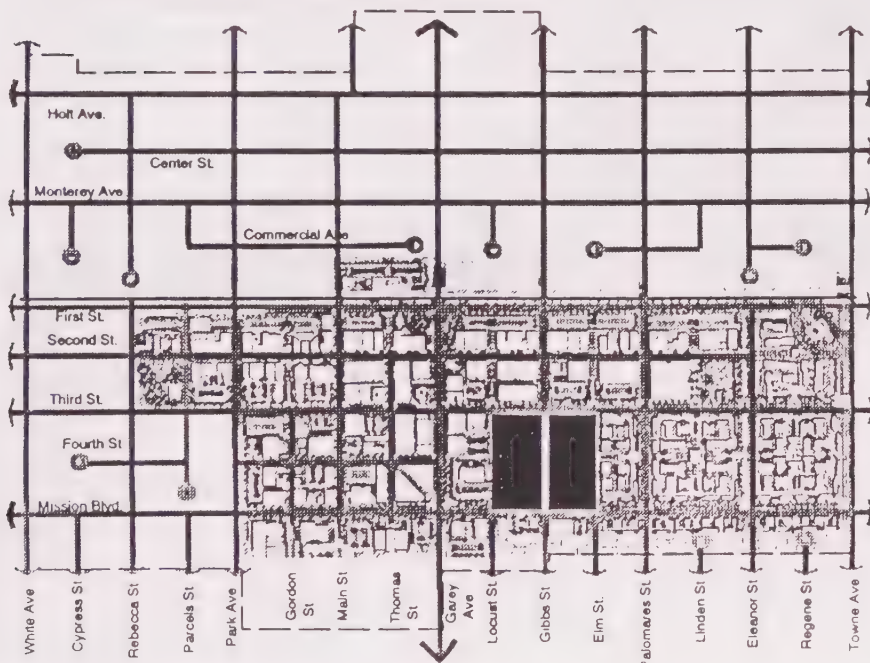
# KEY DEVELOPMENT SITE GUIDELINES

The key Design Guidelines for the Downtown Village Center include:

- location of the Supermarket and Drugstore components along Mission Boulevard for visibility and auto-oriented scale
- creation of a **Parking Courtyard** which creates an attractive interior space
- location of retail with residential above along 3rd Street to complete the Courtyard
- maintenance of the Gibbs Street low speed access to the **COMP** (Gibbs Street should be vacated to become part of the Courtyard)
- creation of a diagonal Pedestrian Walkway and Vista to the Antique Row Plaza
- creation of a diagonal Walkway to the COMP Mini Plaza/Walkway
- a 20' Landscapes Set-back from Mission Boulevard
- construction of up to three levels of residential apartments or condominiums over the retail uses along 3rd, Locust and Elm.
- Service access around the perimeter, except Mission, with landscaped buffering of the easterly edge contiguous with residential.

## LEGEND

-  PAVED AND LANDSCAPED PARKING COURTYARD
-  GATEWAY STRUCTURES TO PARKING COURTYARD
-  LANDSCAPED SETBACK (20') FROM MISSION BOULEVARD
-  AUTO ACCESS TO PARKING COURTYARD
-  EAST-WEST CONNECTION TO SOUTHEAST RESIDENTIAL VILLAGE
-  NORTHWEST PEDESTRIAN WALKWAY AND VISTA TO ANTIQUE ROW PLAZA
-  NORTHEAST PEDESTRIAN WALKWAY TO COMP MINI-PLAZA / WALKWAY
-  SM / DS  
SUPERMARKET AND DRUGSTORE FRONTAGES ON MISSION BOULEVARD
-  RS  
RETAIL SPACE CREATES COURTYARD AND MAINTAINS 3RD STREET CONTINUITY
-  RESIDENTIAL OVER RETAIL - UP TO 3 FLOORS TOTAL BLDG HEIGHT WITH SUBTERRANEAN PARKING
-  MAINTENANCE OF LOW SPEED ACCESS THROUGH THE CENTER TO COMP
-  BUFFER SERVICE ACCESS ON RESIDENTIAL EDGE
-  SERVICE ACCESS



*Downtown Village Center Site Location*



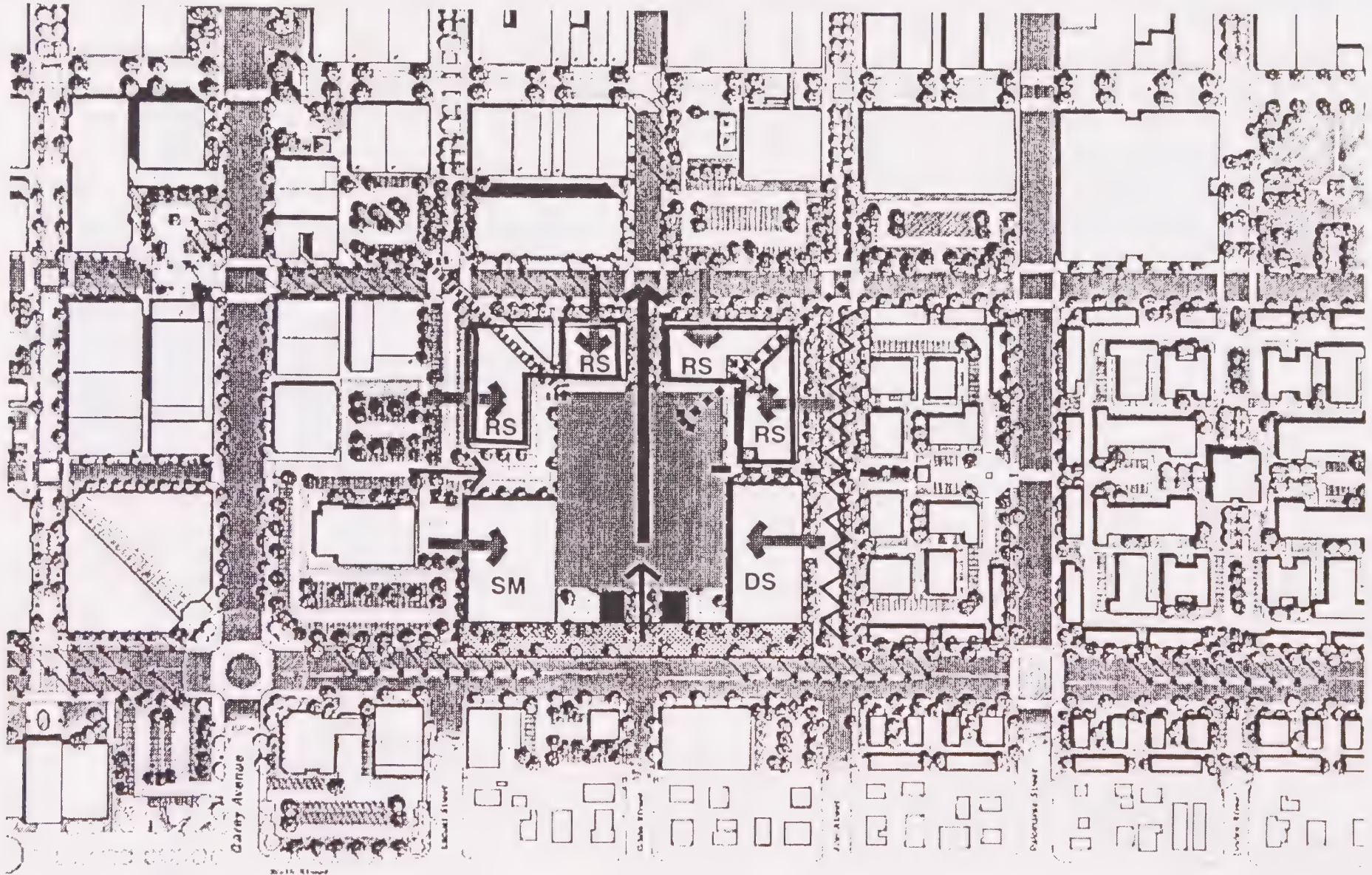


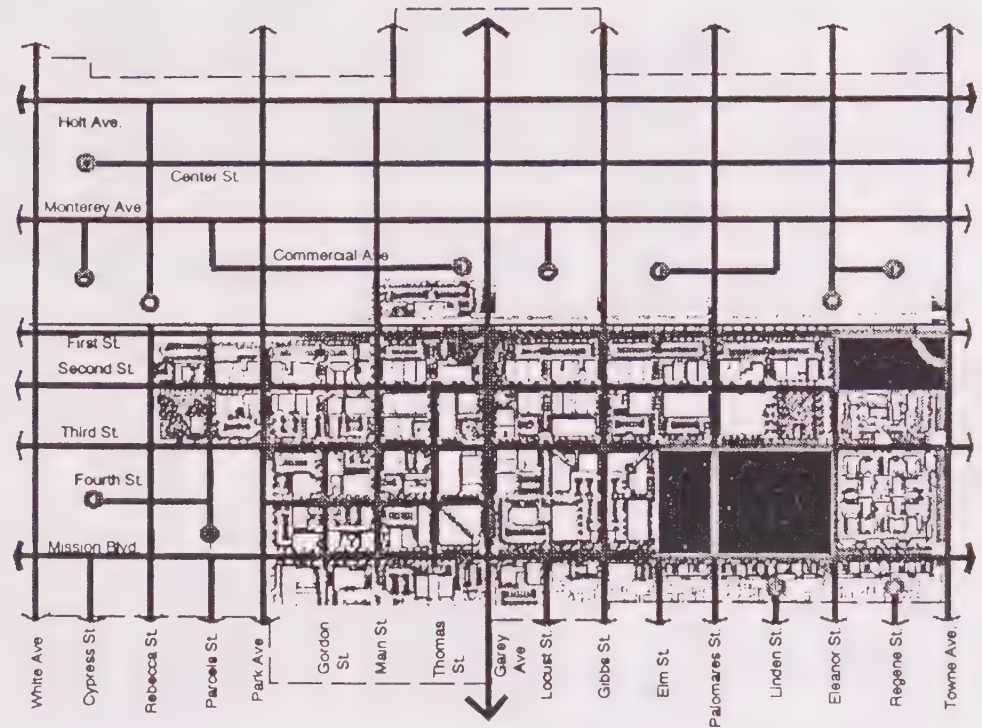
Figure 24  
Downtown Village Center Illustrative Site Plan



# KEY DEVELOPMENT SITE GUIDELINES

The key Design Guideline for the Southeast Residential Village include:

- creation of a mid-block east-west pedestrian connection to the Downtown Village Center.
- creation of a mid-block north-south pedestrian connection to the park and COMP.
- landscaping and securing of all the perimeters including a 10' landscape setback on all block faces.
- a three story height limit except for a central tower on the cross axis of the two pedestrian walkways. This tower may be up to eight stories tall if structured parking is provided.
- landscape buffering and bollards at the edge with the Downtown Village Center.



*Southeast Residential Village Site Location*

## LEGEND

- ..... PEDESTRIAN COLLECTORS / LINKS TO DOWNTOWN VILLAGE CENTER, PARK AND COMP
- ~ LANDSCAPED AND SECURED PERIMETERS
- \* POTENTIAL VERTICAL ELEMENT - IF STRUCTURED PARKING PROVIDED
- ~ BUFFER - LANDSCAPING AND BOLLARDS - FROM DOWNTOWN VILLAGE CENTER LOADING AREAS



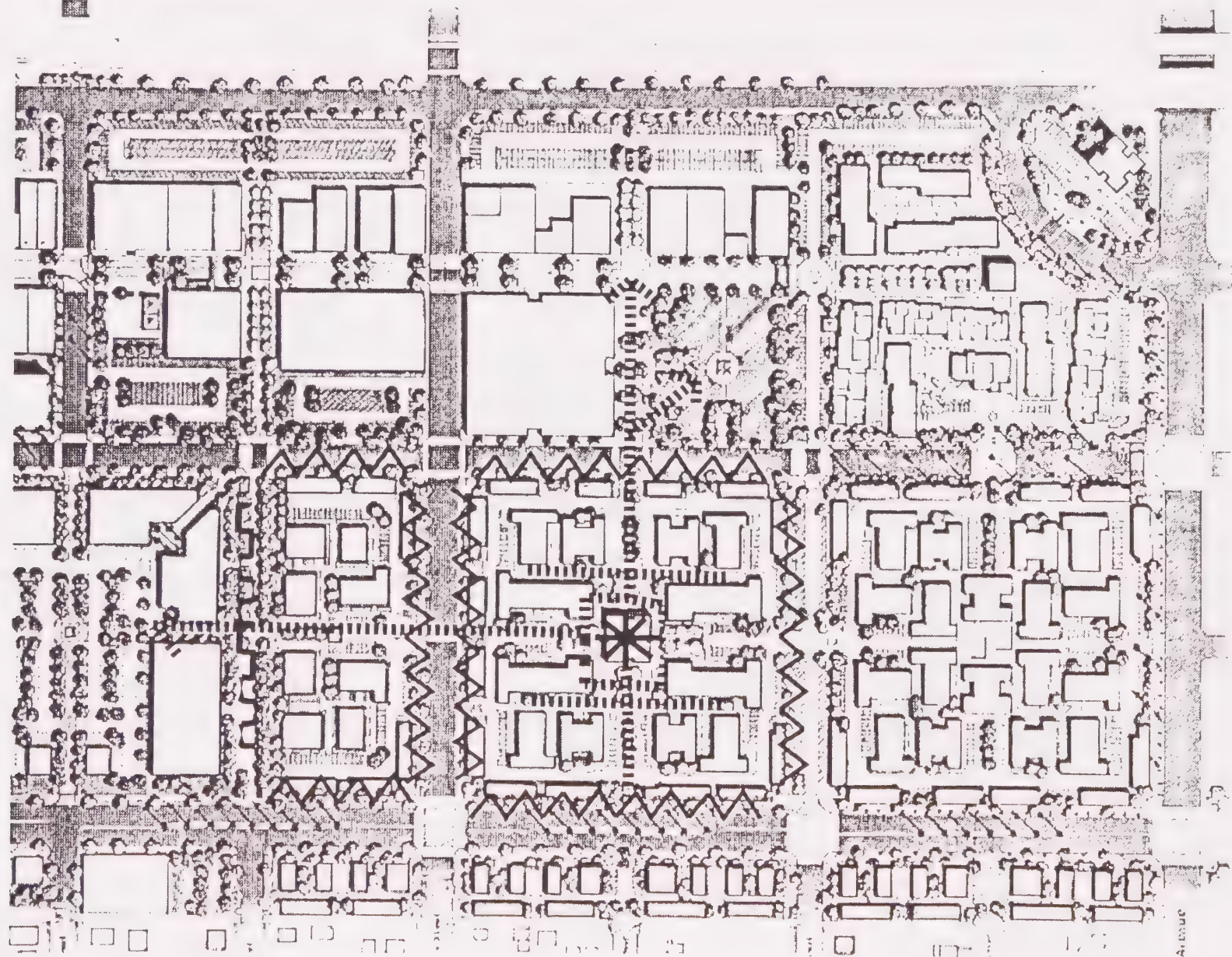


Figure 25

*Southeast Residential Village Illustrative Site Plan*

Phasing for Downtown Pomona public and private should be related to both financial and environmental strategies.

### Private Development Phasing Strategy

The first priority for facilitating private development should be four sites (1) in which there is current development interest and the train station. Development of these new sites is important financially for the tax increment and sales taxes they generate. It is also important that these projects be of the highest design quality to reestablish Downtown Pomona as a place of architectural excellence. Restoration and adaptive reuse of the train station will reinforce the City's efforts to facilitate a Commuter Rail Station south of the tracks in the near future.

The second priority for facilitating private development should be restoration and adaptive reuse and new infill structures along the "T".

The third priority for facilitating private development should be the Business Parks, Residential Villages and Holt Avenue developments north of the railroad tracks.

Preparation of an Illustrative Site Plan and Design Guidelines for the remainder of Downtown is strongly recommended to assist in creating development of high quality no matter where it is located.

### Public Improvements Phasing

The first Public Improvements priority should be the improvements to the pedestrian environment of the "T" including streetscapes, pedestrian lights, flags, fountains and art.

The second Public Improvements Priority should be upgrading the Garey Avenue Entry Corridor including the special streetlights, landscaping, signage and Entry Points with their crosswalks and plantings. Expansion of the Edison Park and creation of the COMP Park are also recommended in Phase 2.

Phase 3 Public Improvements should focus on the construction of Parking Structures in the areas necessary to serve the Antique District, COMP and the Commuter Rail Station.

### LEGEND

#### PRIVATE DEVELOPMENT PHASING



PRIVATE DEVELOPMENT SITES



PRIVATE DEVELOPMENT PHASE

3

#### PUBLIC IMPROVEMENTS PHASING



INTERNATIONAL FESTIVAL MALL "T"



GAREY AVE. CORRIDOR



DOWNTOWN CORE



PROJECT AREA PERIMETER STREET BOUNDARIES



PROJECT AREA NORTH OF RAILROAD



GAREY CORRIDOR ENTRY POINTS



ENTRY POINTS



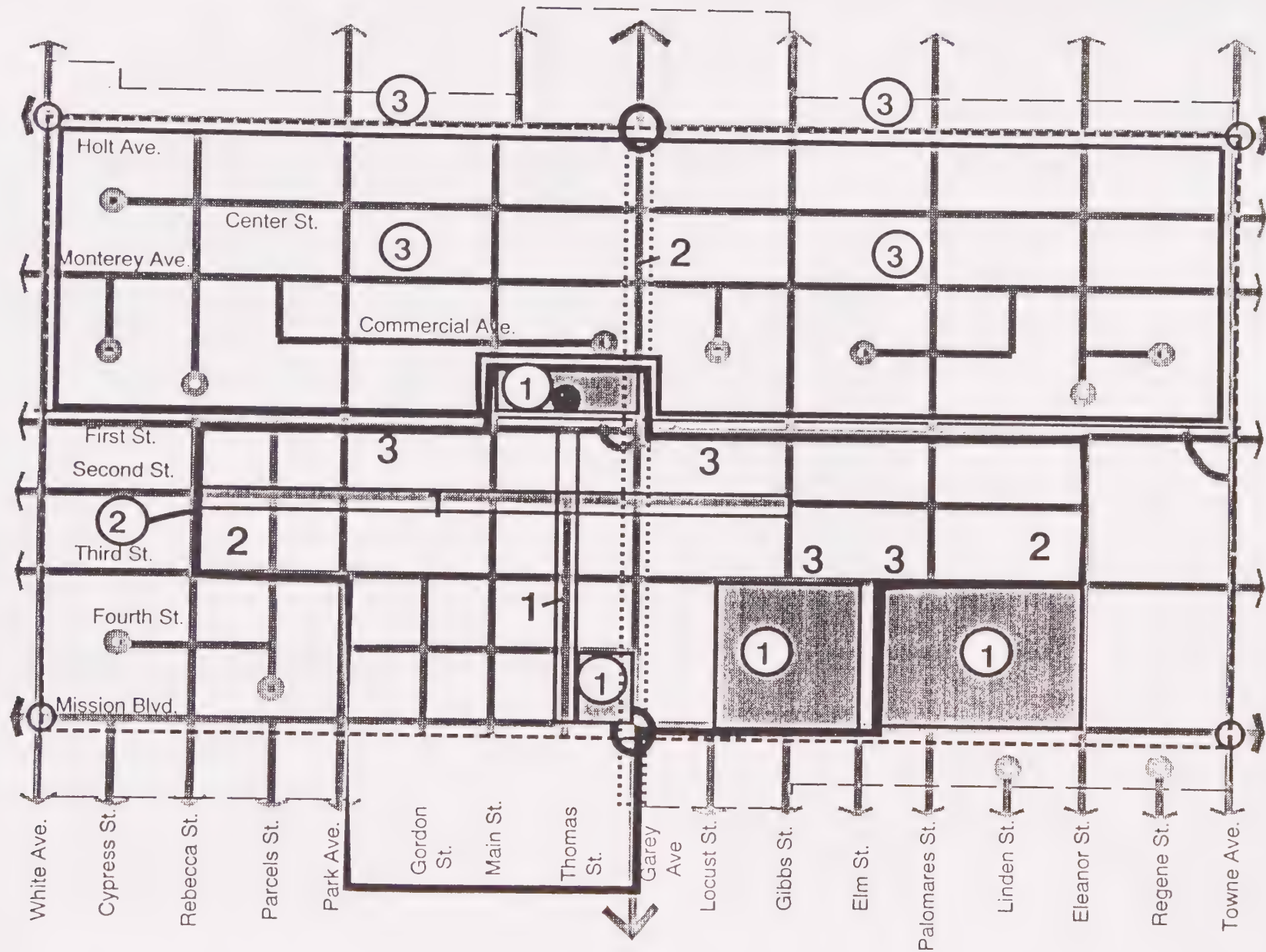


Figure 26  
Implementation Phasing Concept

The adjacent illustrates the various elements of the Specific Plan to be implemented and notes potential responsibilities.

Where overlapping potentials are identified, the appropriate entity or team to implement each component will be fine-tuned as implementation proceeds.

RESPONSIBILITIES COMPONENTS	PUBLIC SECTOR				
	CITY OF POMONA				OUTSIDE AGENCIES
	REDEVELOPMENT	CAPITAL/ OPERATING IMPROVEMENTS PROGRAM	DESIGN REVIEW	MAINTENANCE PROMOTION SECURITY DISTRICT(S)	LIGHT RAIL LACTC
<b>PUBLIC</b>					
STREETSCAPES / ENTRY POINTS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
PARKING LOTS/STRUCTURES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
PARKS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
HISTORIC STRUCTURES REHAB / SEISMIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
ART IN PUBLIC PLACES	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
COMMUTER RAIL STOP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
EXISTING STRUCTURES FACADES / SIGNAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
MAINTENANCE, PROMOTION AND SECURITY		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
DEVELOPER AND TENANT RECRUITMENT	<input type="radio"/>			<input type="radio"/>	
<b>PRIVATE</b>					
RETAIL			<input type="radio"/>	<input type="radio"/>	
OFFICE			<input type="radio"/>	<input type="radio"/>	
RESIDENTIAL			<input type="radio"/>	<input type="radio"/>	
BUSINESS PARK			<input type="radio"/>	<input type="radio"/>	
MIXED USE			<input type="radio"/>	<input type="radio"/>	
EDUCATIONAL			<input type="radio"/>	<input type="radio"/>	

Figure 27

Implementation Components & Responsibilities Matrix



# COMPONENTS AND RESPONSIBILITIES

10

PUBLIC SECTOR		PRIVATE SECTOR			RESPONSIBILITIES
OUTSIDE AGENCIES		OWNERS / DEVELOPERS		CORPORATE SPONSORS	
NATIONAL ENDOWMENT FOR THE ARTS	OTHER	CONSTRUCTION & OPERATIONS	MAINTENANCE PROMOTION SECURITY DISTRICT(S)	COMMUNITY SUPPORT	COMPONENTS

## PUBLIC

					STREETSCAPES / ENTRY POINTS
			<input type="radio"/>		PARKING LOTS/STRUCTURES
					PARKS
					HISTORIC STRUCTURES REHAB / SEISMIC
<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ART IN PUBLIC PLACES
					COMMUTER RAIL STOP
				<input type="radio"/>	EXISTING STRUCTURES FACADES / SIGNAGE
		<input type="radio"/>	<input type="radio"/>		MAINTENANCE, PROMOTION AND SECURITY
					DEVELOPER AND TENANT RECRUITMENT

## PRIVATE

		<input type="radio"/>	<input type="radio"/>		RETAIL
		<input type="radio"/>	<input type="radio"/>		OFFICE
		<input type="radio"/>	<input type="radio"/>		RESIDENTIAL
		<input type="radio"/>	<input type="radio"/>		BUSINESS PARK
		<input type="radio"/>	<input type="radio"/>		MIXED USE
		<input type="radio"/>	<input type="radio"/>		EDUCATIONAL

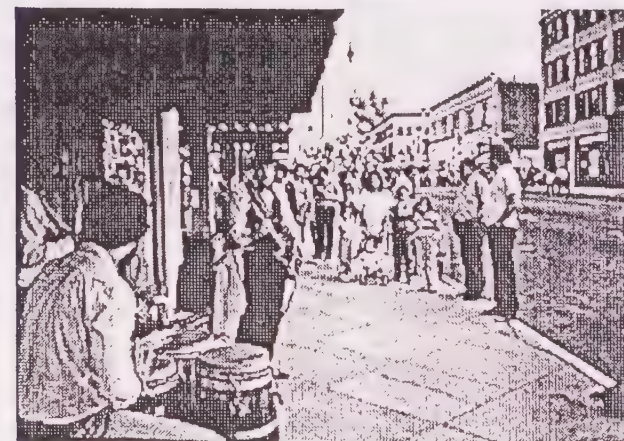
Dynamic promotion and excellent maintenance and security are absolutely essential to the success of Downtown Pomona.

#### Promotion

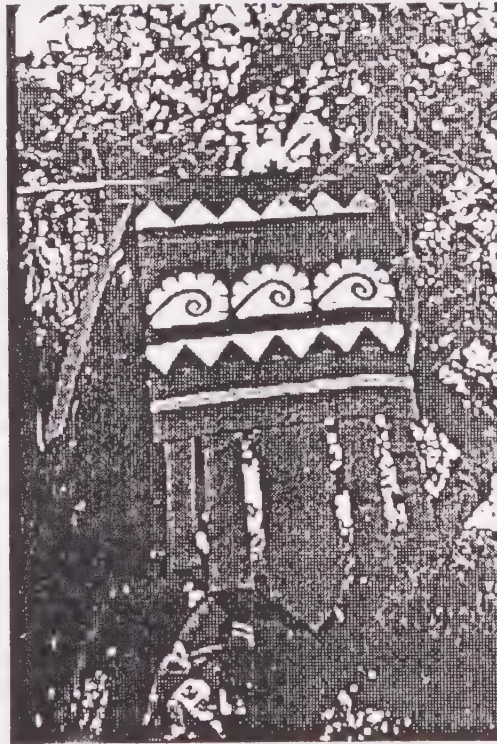
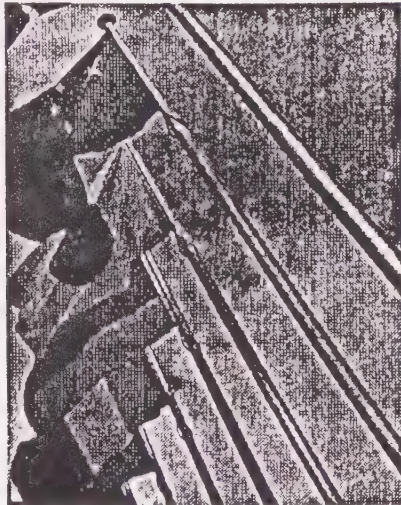
#### Media

Downtown Pomona will be marketed to three primary user groups - neighborhood residents, City residents and regional residents. Appropriate promotional media for each user group would include:

- radio and television—English and Spanish stations both private and public access
- newspapers—English and Spanish—ads and inserts
- mailers—perhaps including a special Downtown Pomona “magazine” or “newspaper” to targeted zip codes
- articles in city communications mailed to residents







## Events

The above media are geared to attract people to Downtown Pomona. A series of events can provide shoppers, diners and cinema goers with a memorable experience so that they will return again and again.

A series of bi-monthly promotional events are recommended in relation to:

- Mother's and Father's Days
- Cinco de Mayo
- Valentine's Day
- 4th of July
- Thanksgiving
- Christmas
- Back to School
- Summertime

These events should incorporate music, dance, theater, crafts and fine arts as well as parades, festivals, dances, parties and other community events.

Grand Openings should be held to celebrate the opening of each new building and/or business.

A series of colorful banners should be developed to accompany each new building and/or business.

A series of colorful banners should be developed to accompany each seasonal event.



### Maintenance

The entire area needs to be completely maintained on daily basis by professionals using cost-effective technology such as sweepers, vacuums and steam cleaners. Machine based maintenance should be accompanied by one or two full-time "street sweepers" who cover the entire area looking for and eliminating "interim messes" that occur between the daily cleanings.

The entire area, including all exterior public and private spaces—streets, courtyards, parks, etc. should be maintained by the same maintenance organization.

*Maintenance is actually one of the most important promotional activities of Downtown Pomona. People will be alternatively attracted to or turned away by the cleanliness of the area.*

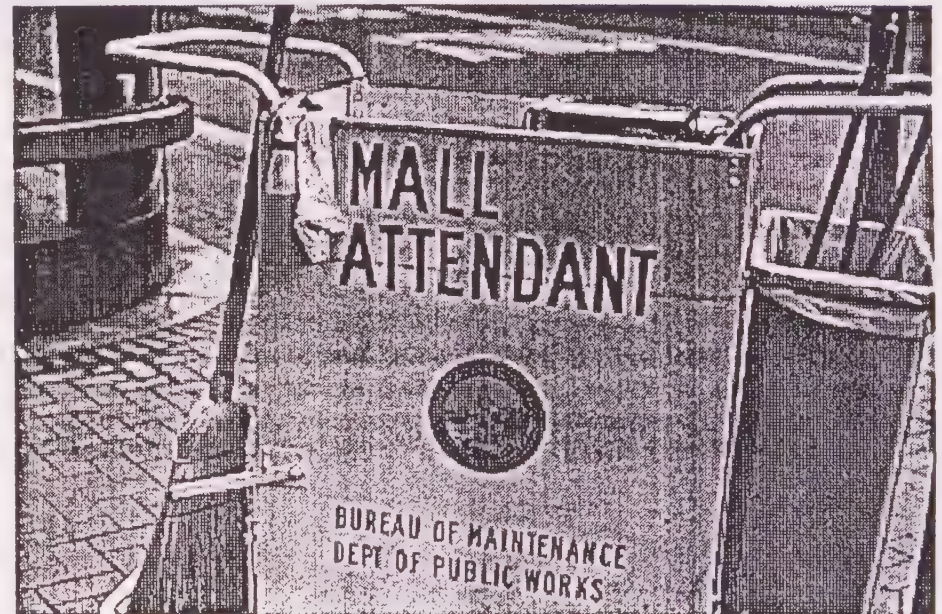
### Security

Foot and/or bicycle patrols are recommended as key security measures. Regularly assigned officers who meet with the merchants to discuss prevention and response programs can be particularly effective.

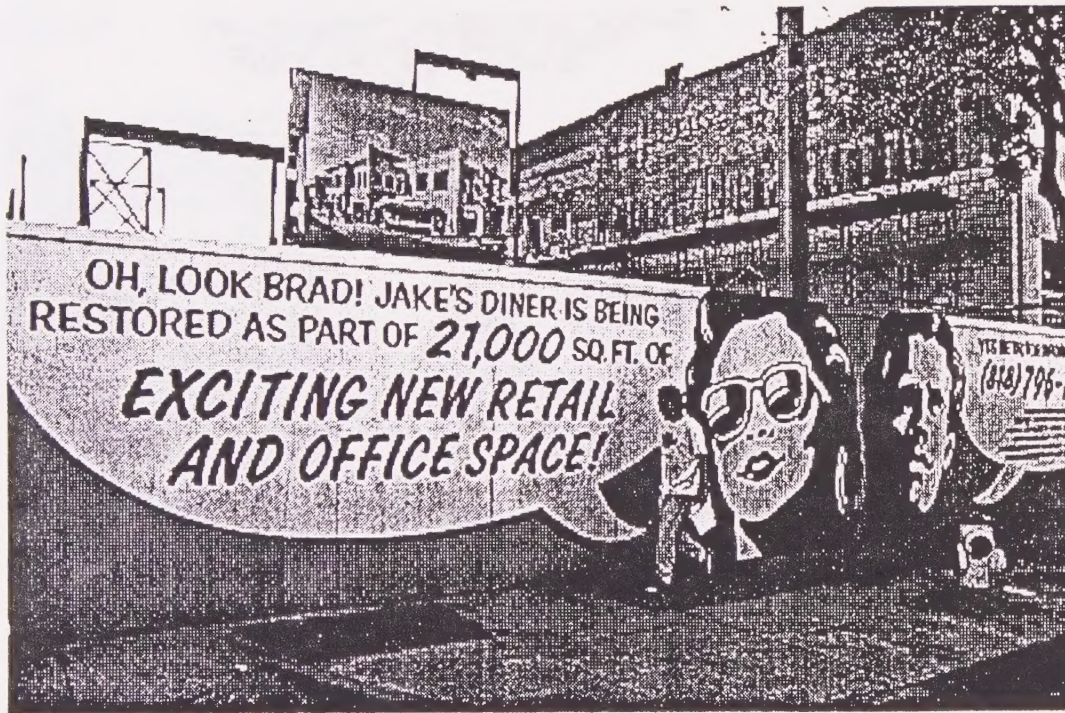
Security should be "low profile" to avoid the impression that this is an unsecured area.

The opening of new businesses and the generation of additional foot traffic will be one of the most important factors in security. Busy areas are safer areas.

Security is also one of the most important promotional activities of Downtown Pomona. People will be alternatively attracted to or turned away by an area which is safe or unsafe either in reality or perception.







## Transition Murals and Graphics

Murals and Supergraphics should be related to each of the development sites. These Murals can add immediate excitement and color to the environment and contain drawings and text that convey the future facilities to be constructed.

## Districts for Promotion and/or Maintenance and/or Security

Special Districts can be created either singularly or in combination to fund and oversee promotion, maintenance and security. These districts, defined in State Law, are either funded by business license or property assessments.

In either case, the costs are usually passed to the business operator who in turn passes them on to this customer as cost of doing business.



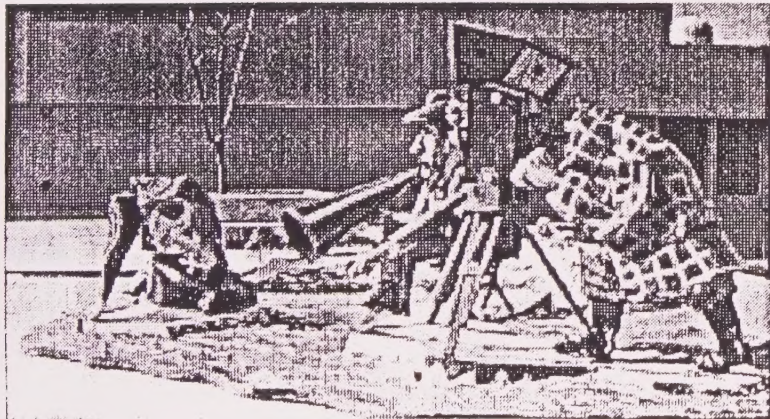
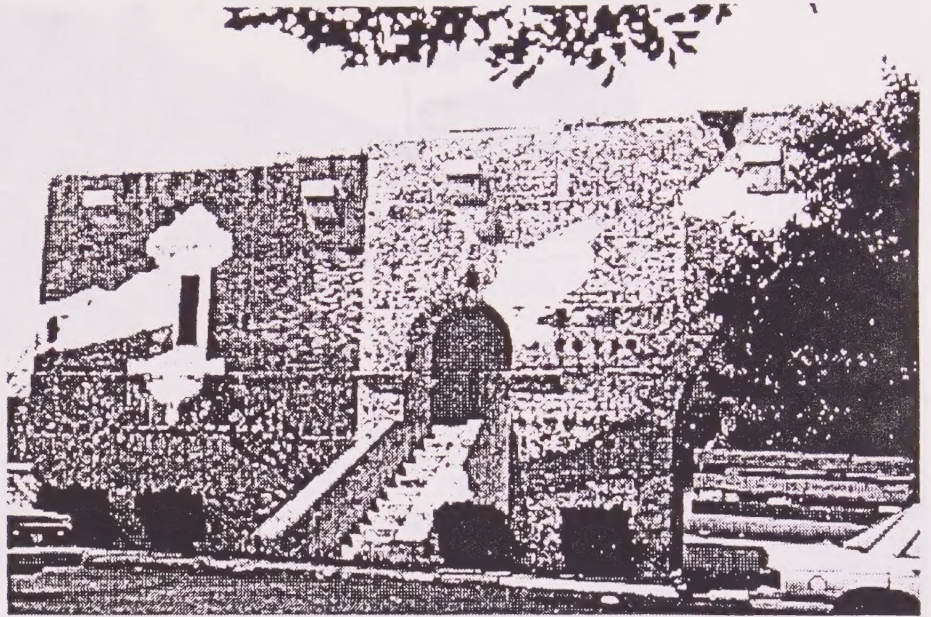
A workable strategy will probably require the Redevelopment Agency and/or the City to assist in the funding of a special district or districts for maintenance and promotion in the early years of plan implementation. The police department can provide all necessary security with community based services stressing foot and bicycle patrols.



The Downtown Pomona environment is designed to be a work of art itself—as urban design and architecture, a spatial and cultural event. The streetscapes, plazas and parks are also intended to be a setting for artist-designed fountains, murals and street furniture.



The figure opposite shows the general area in which publicly visible art can be located. It is recommended that the exact placement of works of art be coordinated with the artists creating them.

Designation of a Downtown Pomona Arts District will enhance the attraction of quality artists and may facilitate funding of artwork.





## LEGEND

- 
 VISUAL ARTS AREA FOR  
SCULPTURE, MURALS AND  
ARTIST DESIGNED STREET  
FURNITURE
- 
 THEATERS CORE
- 1 CINEMAS COMPLEX
- 2 FOX THEATER
- 3 POMONA VALLEY  
AUDITORIUM

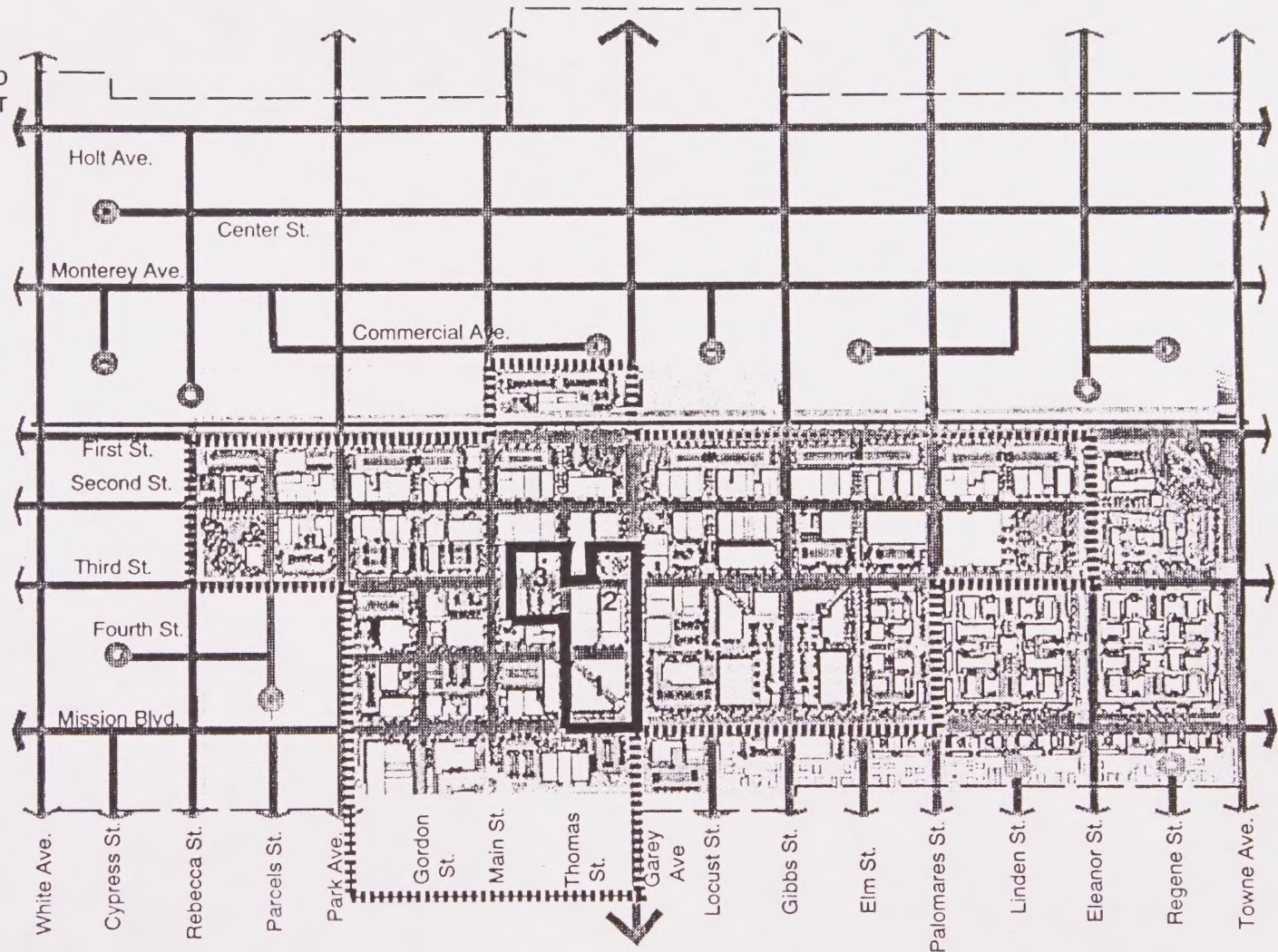


Figure 28  
Arts District

U.C. BERKELEY LIBRARIES



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